

TRADING  
PLACES

RISKY  
BUSINESS

FLASH-  
DANCE

MATT  
HOUSTON

DON  
MARTIN

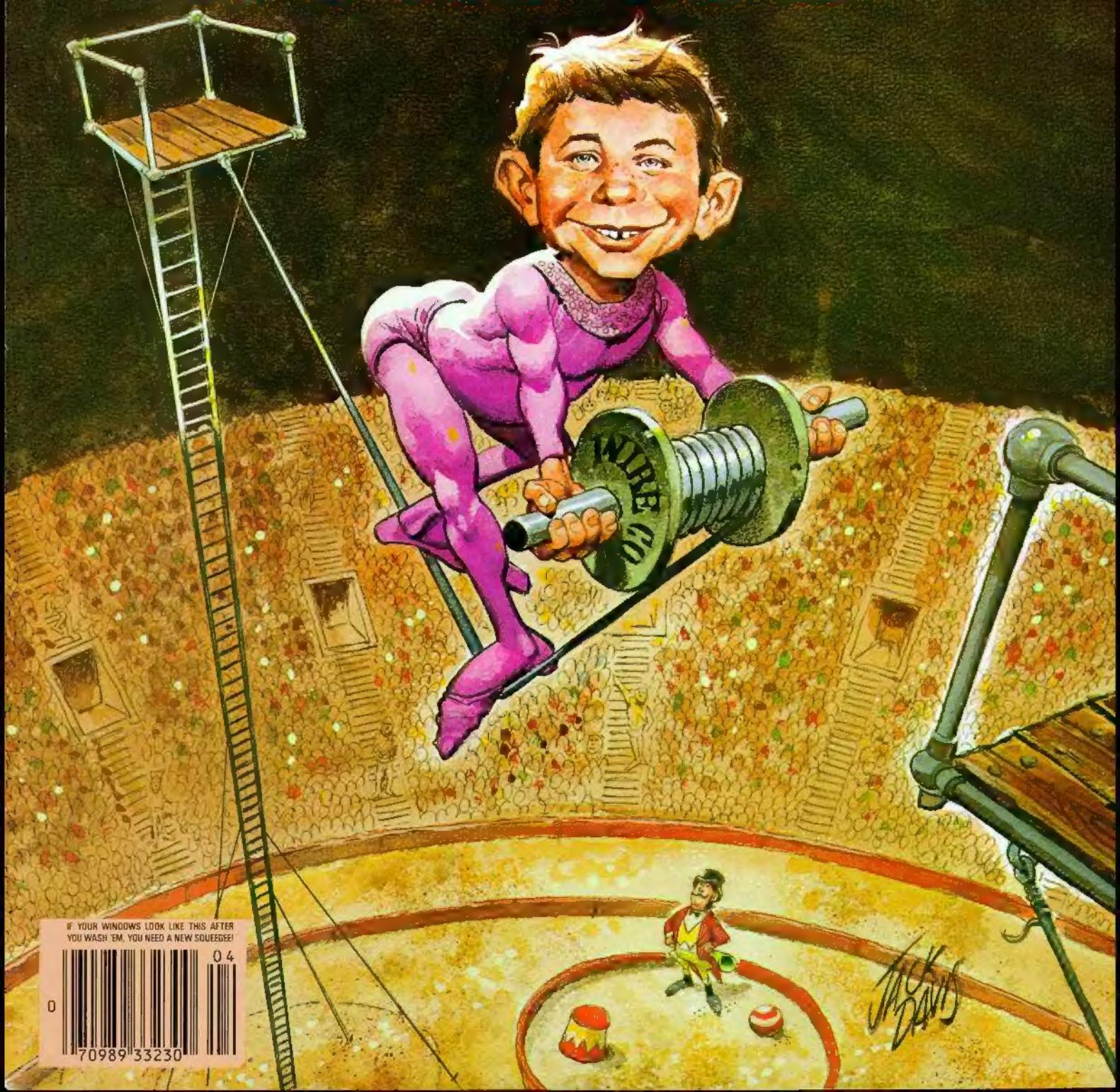
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246  
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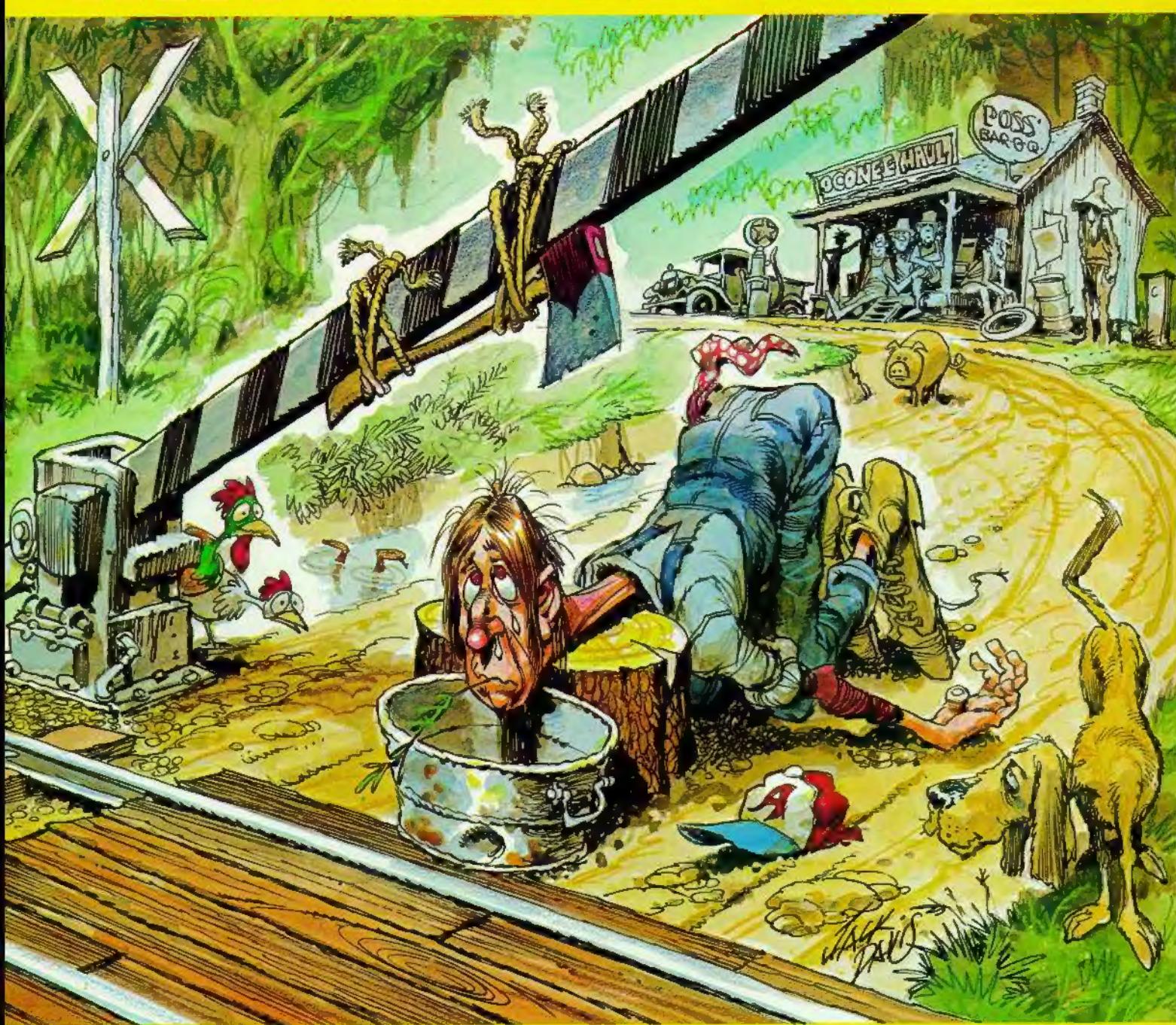
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## CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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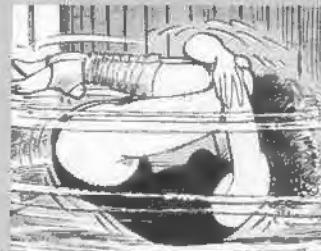
"TRADING RACES"  
(A MAD Movie Satire)  
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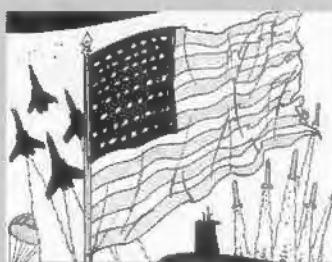
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**LETTERS DEPT.**

Charles Colton once said, "Imitation is the sincerest of flattery." On the other hand, God once said, "Thou shalt not steal"! With that in mind, we now present...

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**John Darling**

By Armstrong & Batiuk



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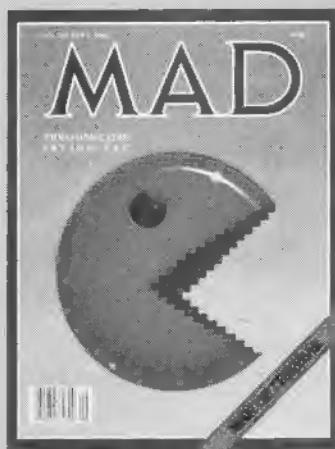
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ISSUE #206 APRIL 1979



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  - The Eggs-Rated MAD
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- MAD Barfs
  - Eternally MAD
  - MAD About Town
  - Big MAD On Campus
  - DON MARTIN Steps Out
  - DON MARTIN Bounces Back
  - DON MARTIN Drops 13 Stories
  - DON MARTIN's Captain Klutz
  - DON MARTIN Cooks
  - DON MARTIN Comes on Strong
  - DON MARTIN Carries On
  - DON MARTIN Steps Further Out
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  - DON MARTIN Digs Deeper
  - DON MARTIN Grinds Ahead
  - DON MARTIN Captain Klutz II
  - DAVE BERG Looks at the U.S.A.
  - DAVE BERG Looks at People
  - DAVE BERG Looks at Things
  - DAVE BERG Modern Thinking
  - DAVE BERG Our Sick World
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  - DAVE BERG Looks, Listens & Laughs
  - DAVE BERG Looks at You
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  - SPY vs. SPY Follow Up File
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- 5th MAD Report on SPY vs. SPY
- 6th Case Book on SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-verbising
- A MAD Look at TV
- A MAD Guide to Leisure Time
- A MAD Guide to Self-Improvement
- A MAD Guide to Fraud & Deception
- MAD Sex, Violence & Home Cooking
- AL JAFFEE's Snappy Answers
- AL JAFFEE's MAD Book of Magic
- More AL JAFFEE's Snappy Answers
- AL JAFFEE's Monstrosities
- Still More AL JAFFEE's Snappy Answers
- AL JAFFEE MAD Inventions
- Lord! Another JAFFEE Snappy Answers
- AL JAFFEE Freaks Out
- ARAGONES "Viva MAD"
- ARAGONES MAD about MAD
- ARAGONES MAD-ly Yours
- ARAGONES In MAD We Trust
- ARAGONES MAD as the Devil
- ARAGONES Incurably MAD
- ARAGONES Shootin' MAD
- ARAGONES MAD Marginals
- ARAGONES MAD As a Hatter
- ARAGONES MAD Menagerie
- MAD for Better or Verse
- Sing Along With MAD

- MAD About Sports
- MAD Talking Stamps
- The MAD Jumble Book
- More MAD About Sports
- MAD Around the World
- MAD Goes Wild
- Get Stuffed With MAD
- MAD Jock Book
- MAD Word Power
- Politically MAD
- MAD Look at the Future
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DEJA REVIEW DEPT.

Hello! My name is Gene Sissy...

...and I'm Roger Ebore! We've been asked to review three hot movies that you might have missed last summer, if you'd been stranded on a desert island... which is obviously what MAD's Editor must've been... or else he would have ordered SATIRES of these films for the magazine when they FIRST CAME OUT!

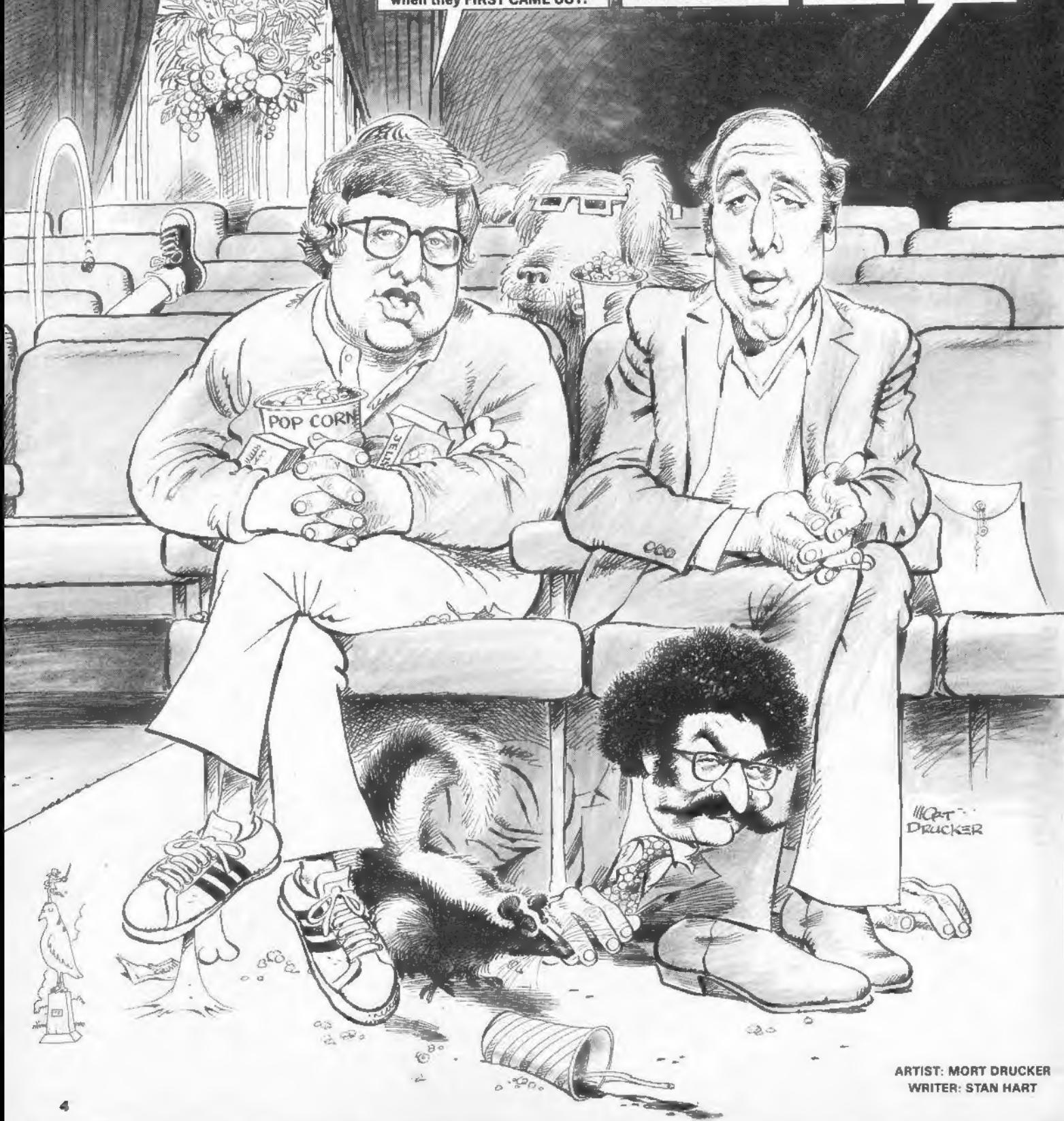
Anyway... let's start off with a look at the **MOST SUCCESSFUL** of these three films... **box-office-wise...**! It's the story of two **unlikely young people** who are forced to swap their diverse life styles! I adored it!!

And I loathed it...!!

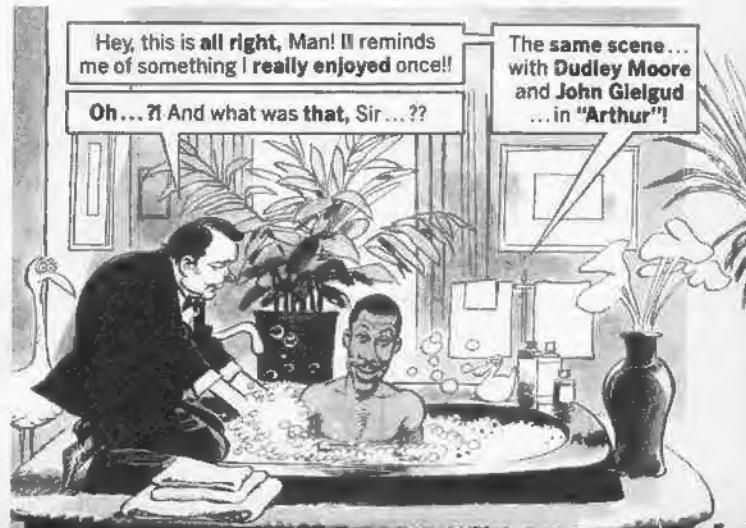
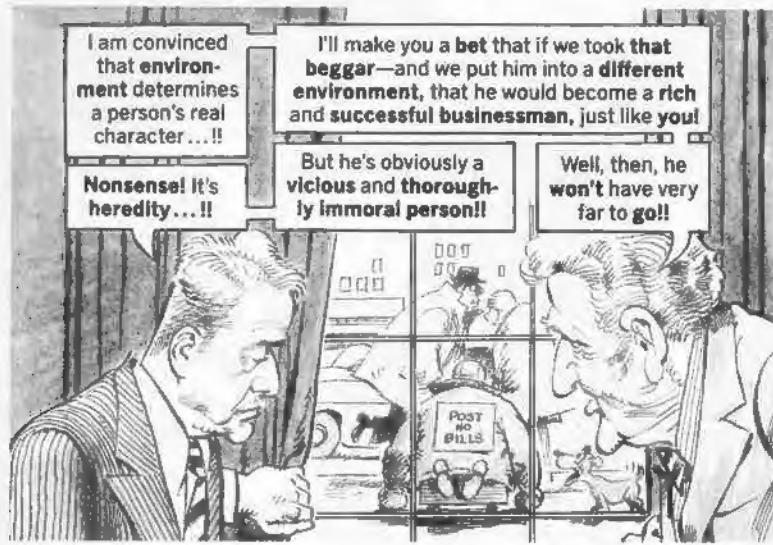
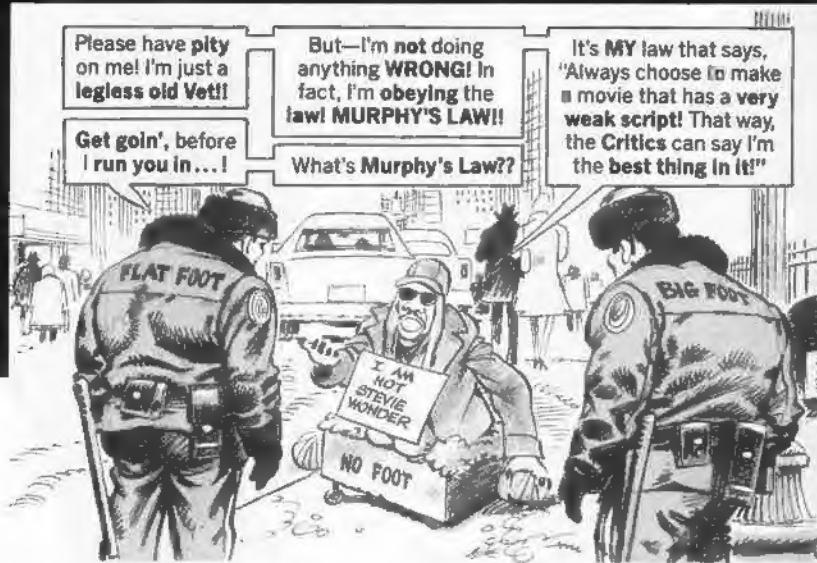
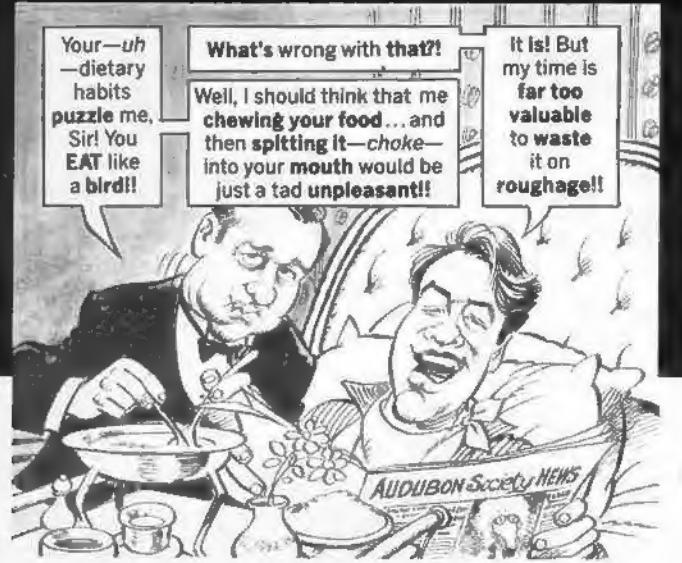
Well... although I don't agree with Roger about this particular film, I DO respect his opinion...

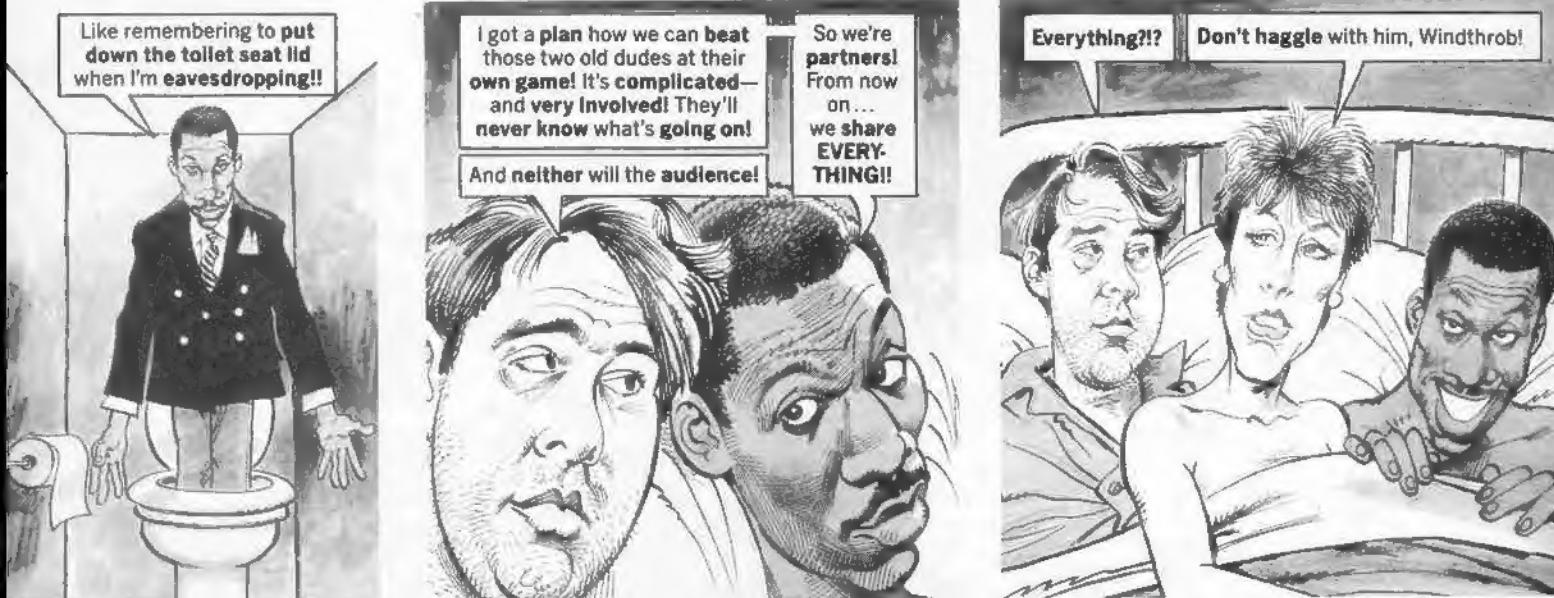
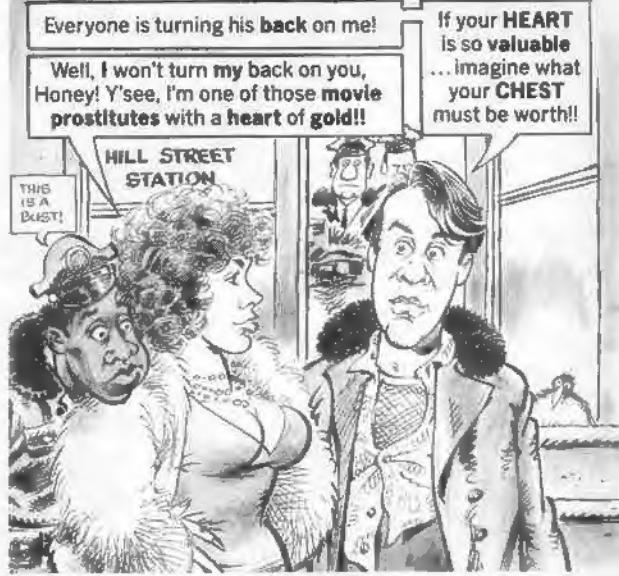
Oh, yeah...? Since when?

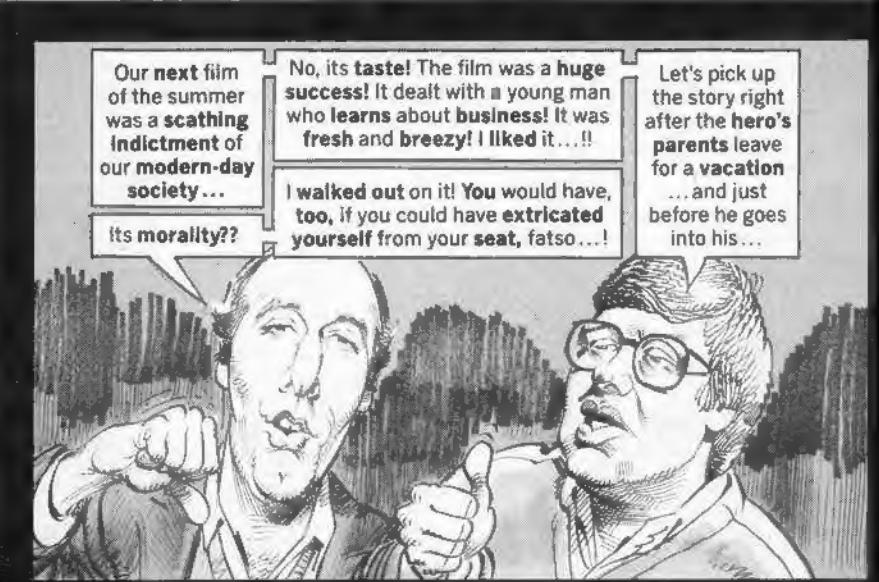
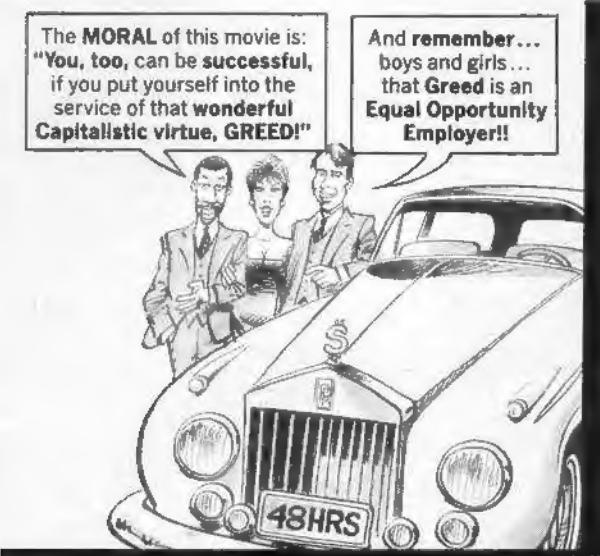
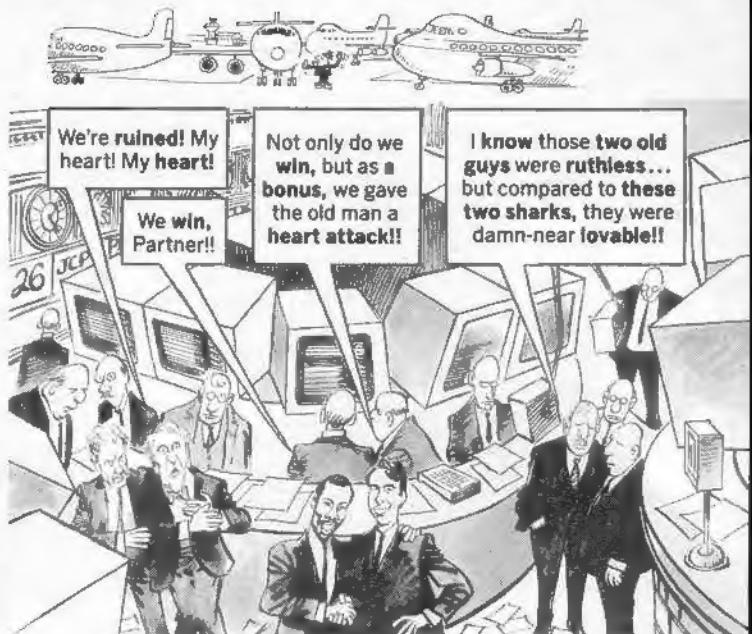
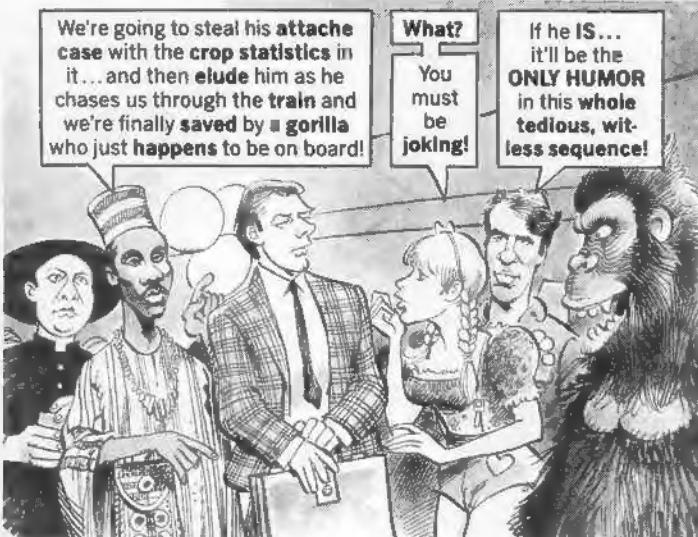
Anyway... the movie opens on the lush mansion of a very rich young man played by Dan Adnoyd! Oh, by the way... it's called...



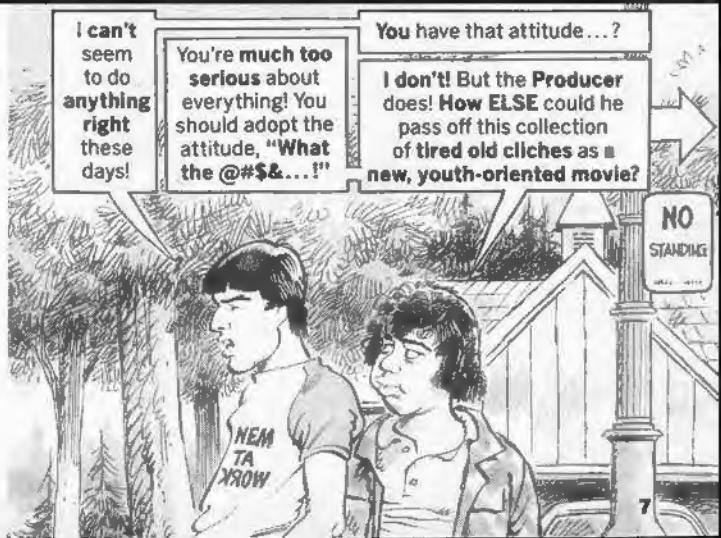
# TRADING RACES

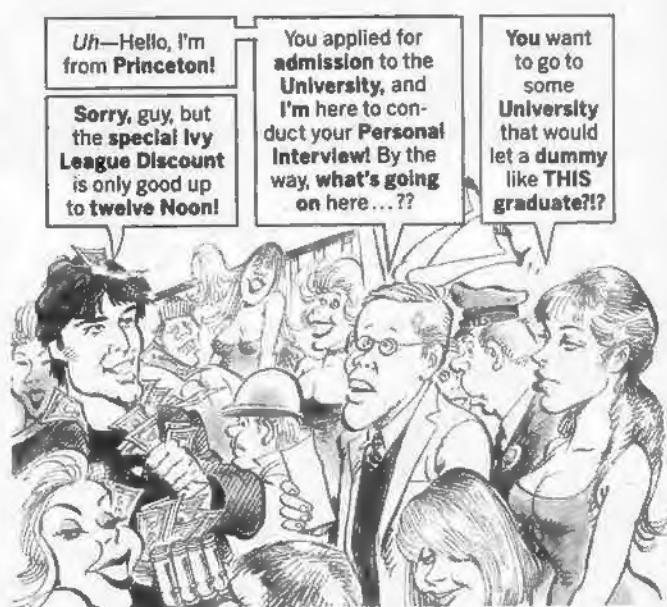
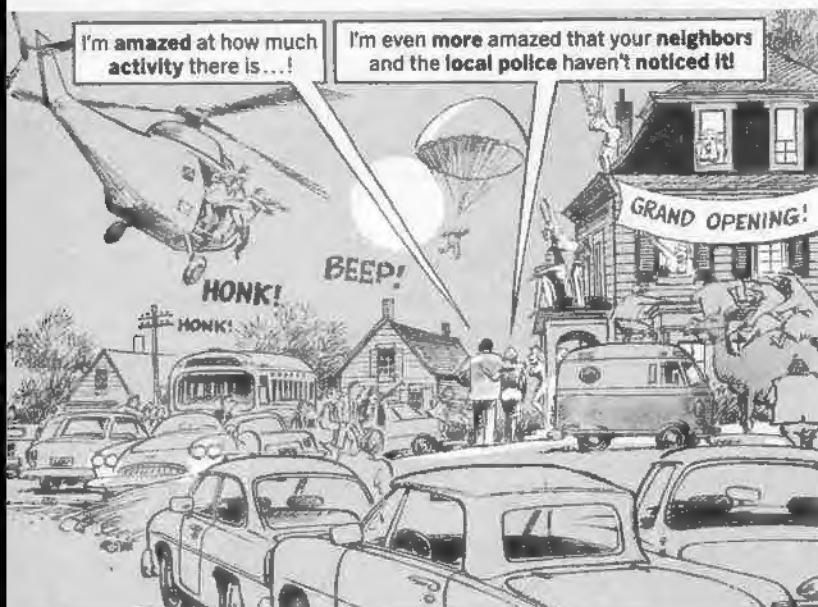
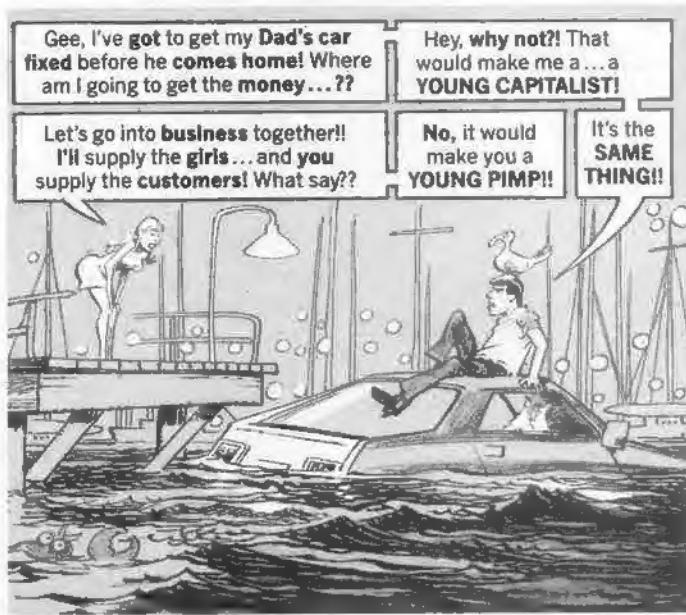
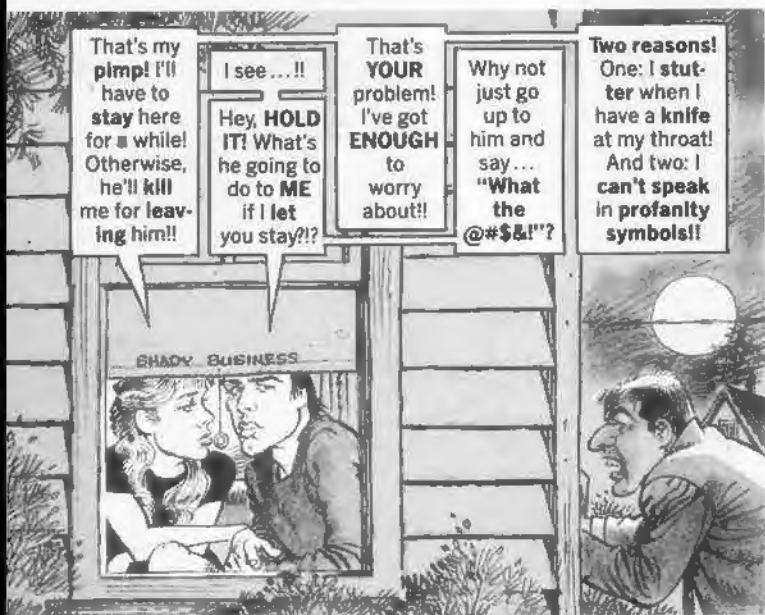


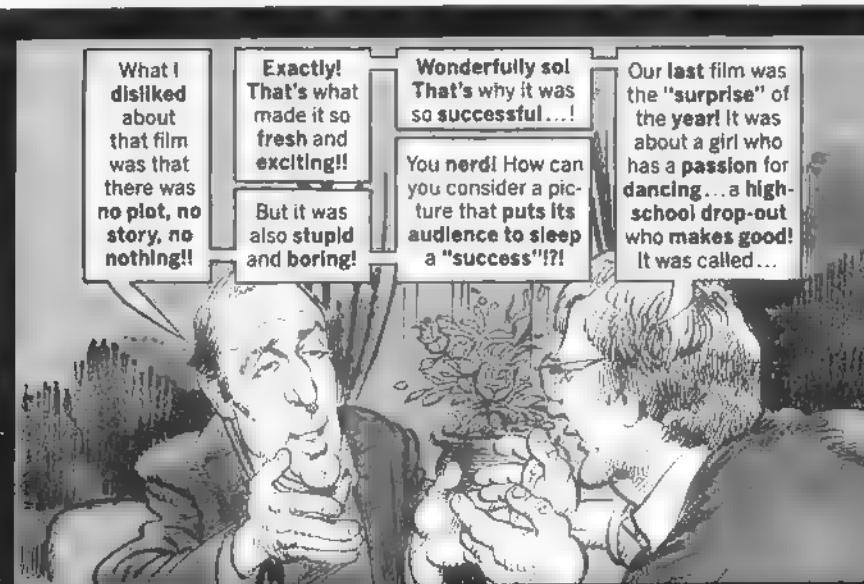
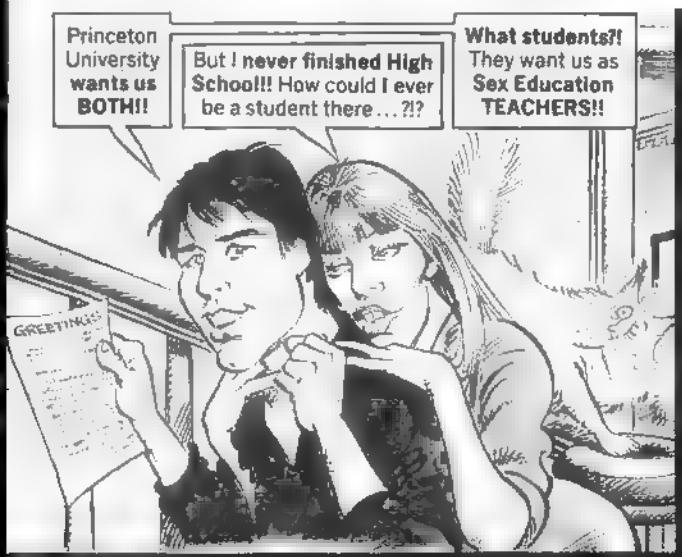
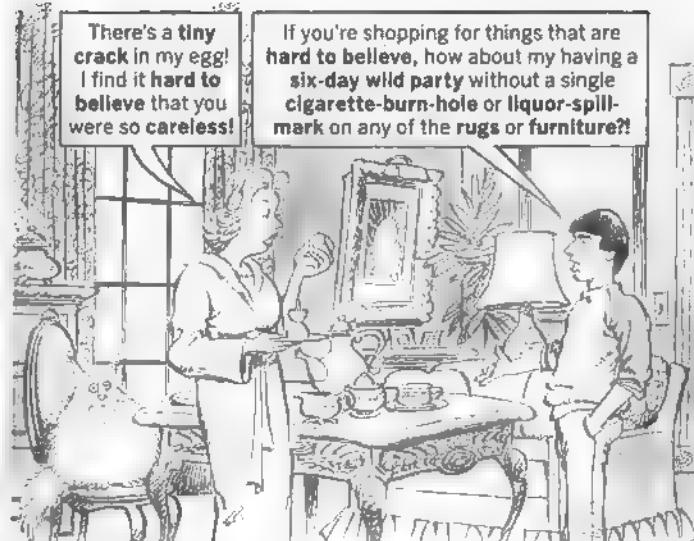
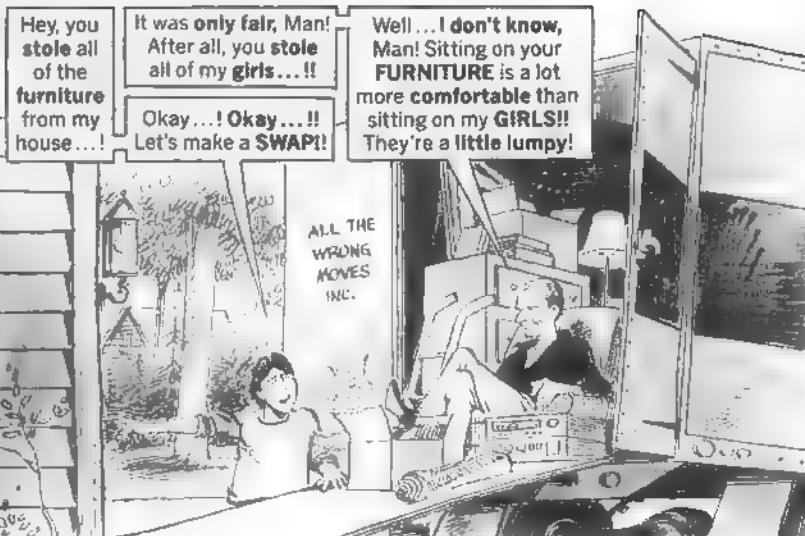




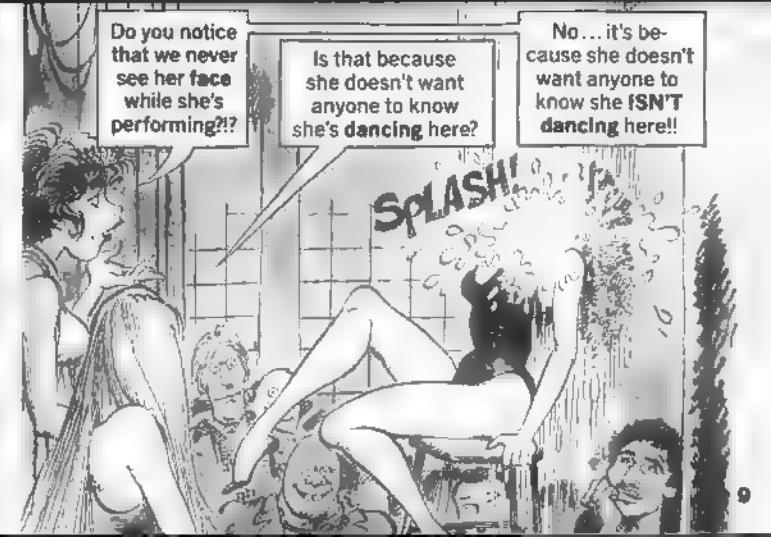
# Raunchy Business

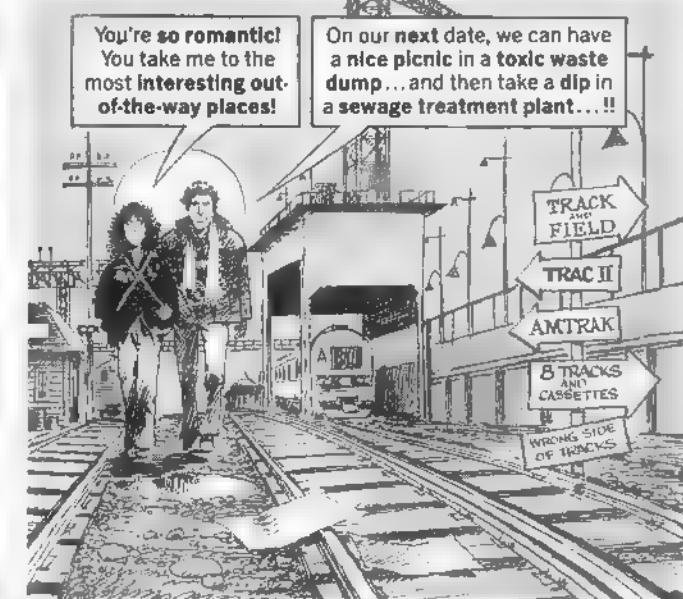
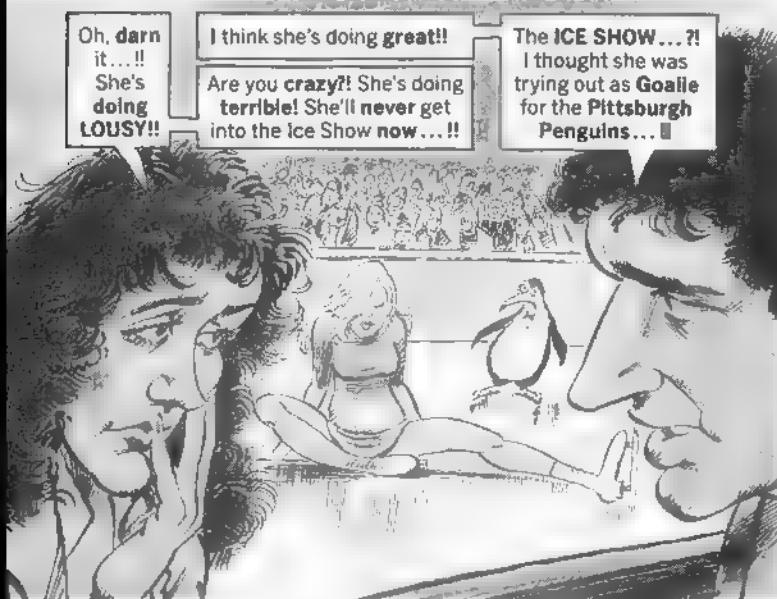
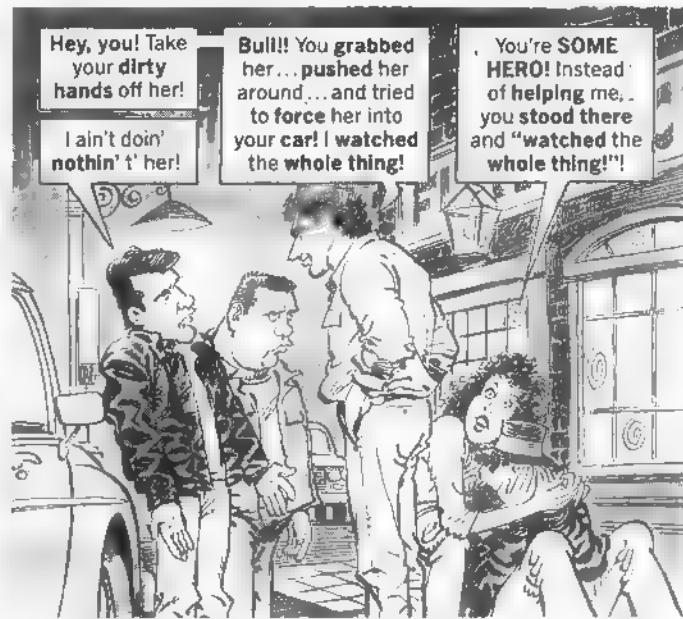
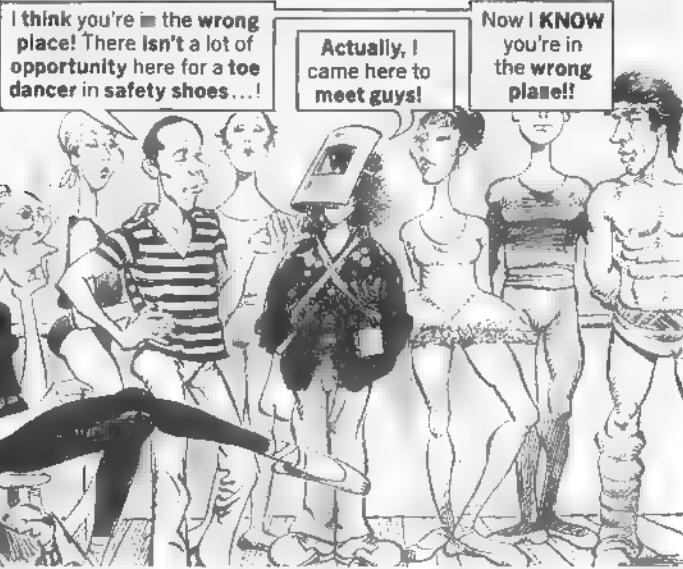






# Flashdance







SLEAZY WRITER DEPT.

# MAD'S ALL-INCLUSIVE DO-IT-NATIONAL ENQU

D E

Reveal Shocking Facts About

A, B or C

## NATIONAL ENQUIRER

C'S  
Personal  
Tip On How  
To Stop  
A

Startling New  
Discovery!!  
A  
May Prevent  
B

Exclusive  
Photos Of  
C'S

Secret  
Hideaway  
E

Liz Taylor's Secret Affair With

C

WARNING!

A  
Can Cause  
B !!

C



Government  
Report Cites  
Increase In  
A, B, or D

PHOTOS: UPI

# YOURSELF JIRER COVER

**HERE'S YOUR  
CHANCE TO  
BE AN EDITOR  
AND MAKE  
SENSATIONAL  
HEADLINES...  
JUST LIKE THE  
REAL THINGS!!**

## A (ACTIVITY)

Laughing  
Nose-Picking  
Boozing It Up  
Group Sex  
Shopping  
Whistling  
TV Watching  
Snoring  
Gum Chewing  
Jogging  
Belching  
Humming  
Reading  
Gambling  
Squinting  
Giggling  
Smoking  
Gossiping  
Hog-Calling  
Spitting

## I (AFFLICTION)

Cancer  
Premature Aging  
Alcoholism  
Acne  
Senility  
Hives  
Herpes  
Hoof & Mouth Disease  
Asthma  
Diarrhea  
Unwanted Facial Hair  
Flat Feet  
Obesity  
Chafing  
Bad Breath  
Small pox  
Pregnancy  
Hypertension  
Amnesia  
Terminal Hiccups

## C (CELEBRITY)

President Reagan  
Muhammad Ali  
Loni Anderson  
Ed Asner  
Victoria Principal  
Burt Reynolds  
Benji  
Nancy Reagan  
Yasser Arafat  
Princess Di  
Eleanor Roosevelt  
Barbara Walters  
Too Tall Jones  
U.S. Senator  
Charles Manson  
Zsa Zsa Gabor  
The Kennedys  
Margaret Thatcher  
Roger Staubach  
Bela Lugosi

## D (GROUP)

Aliens  
Vegetarians  
Tourists  
Chiropractors  
Winos  
Sadists  
Con Artists  
Insurance Salesmen  
Drug Addicts  
Missionaries  
Telephone Operators  
Ventriloquists  
Astronauts  
Bureaucrats  
Transsexuals  
Professional Athletes  
Prostitutes  
Prisoners  
Born-Again Christians  
Politicians

## I (PLACE)

In Scranton, Pa.  
On Mars  
On Mt. Everest  
On Loch Ness  
At Cape Canaveral  
On Lake Erie  
In Newark  
On Guam  
In Louisiana  
In The Bermuda Triangle  
In Yankee Stadium  
On Iceland  
In The Waldorf Lobby  
In Cleveland  
On Mt. Rushmore  
On Easter Island  
In The Pentagon  
On The Jersey Turnpike  
On The N.Y. Subways  
In Pay Toilets

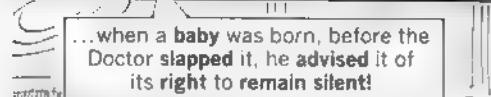
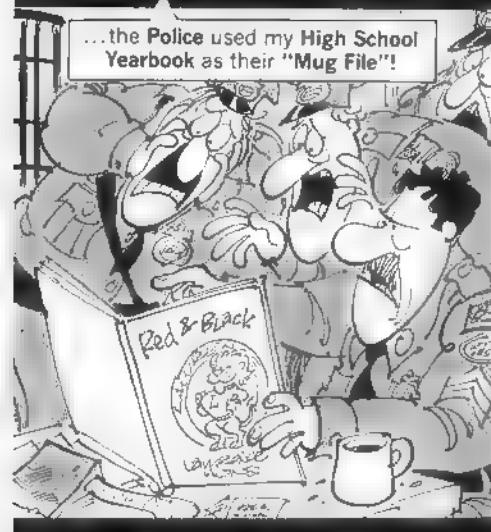
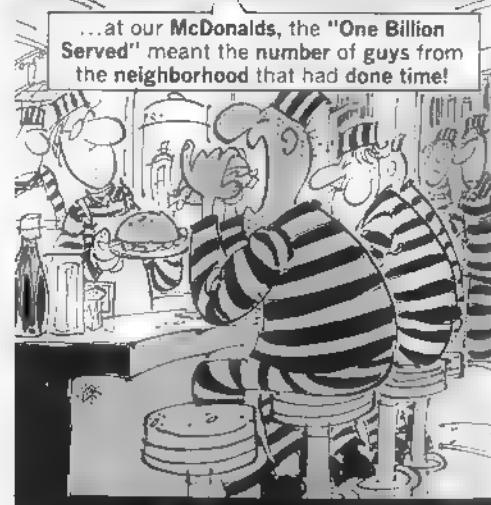
**REPLY-IN-THE-FACE DEPT.**

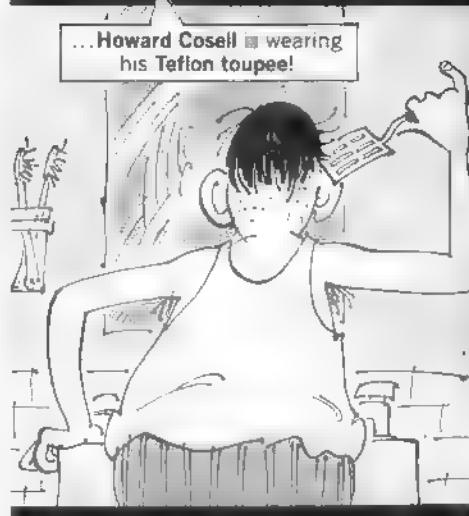
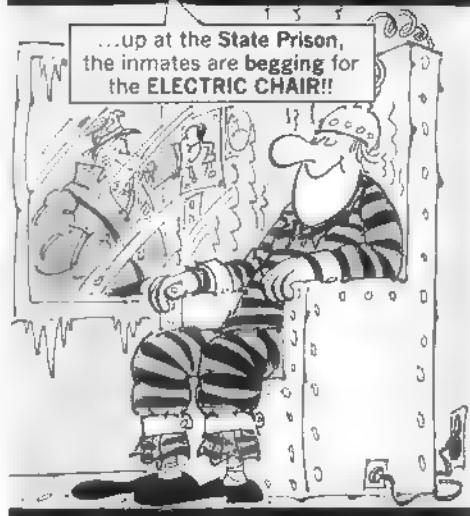
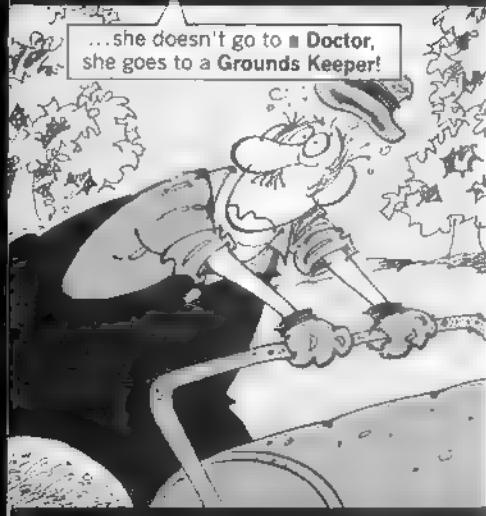
Everyone knows that Johnny Carson makes over \$5 million a year. One reason he does is because of his extraordinary ability to "ad lib"... to spew out hilariously funny one-liners right off the top of his head. Unfortunately, the average clod—meaning you—when trying to impress friends and influence people, is no Johnny Carson! In fact, most of you aren't even an Ed McMahon! But not to worry! Here comes MAD to your rescue! After this, the next time someone throws you even the slightest hint of a straight line, you'll be all loaded up and ready to let fly with a barrage of one liners guaranteed to earn you big yuks...because you will have read and memorized...

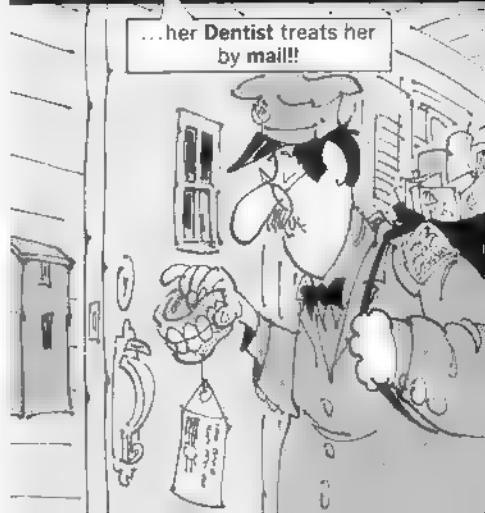
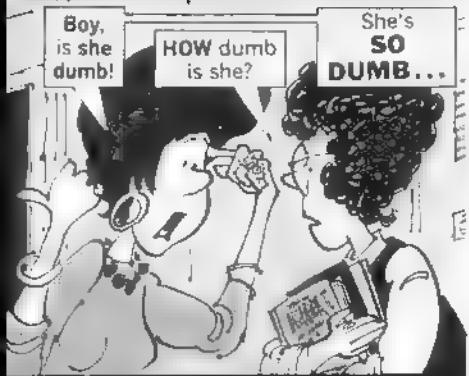
# THE MAD GUIDE TO SURE- FIRE AD LIB LINES

ARTIST: PAUL COKER

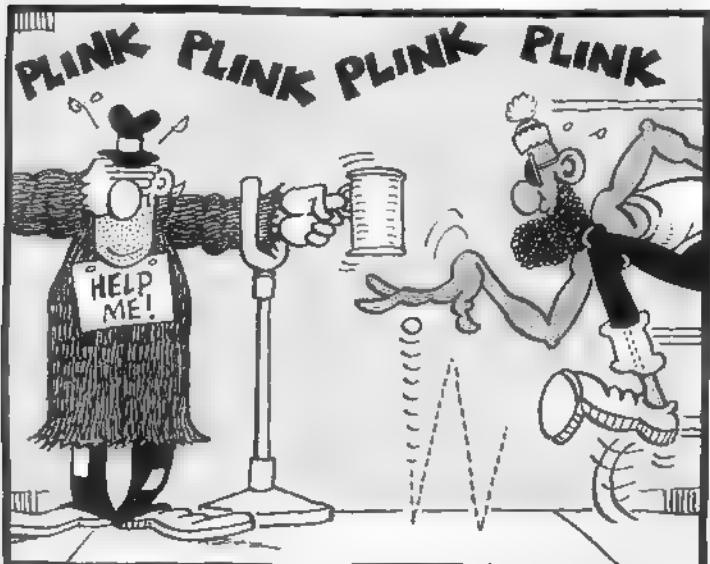
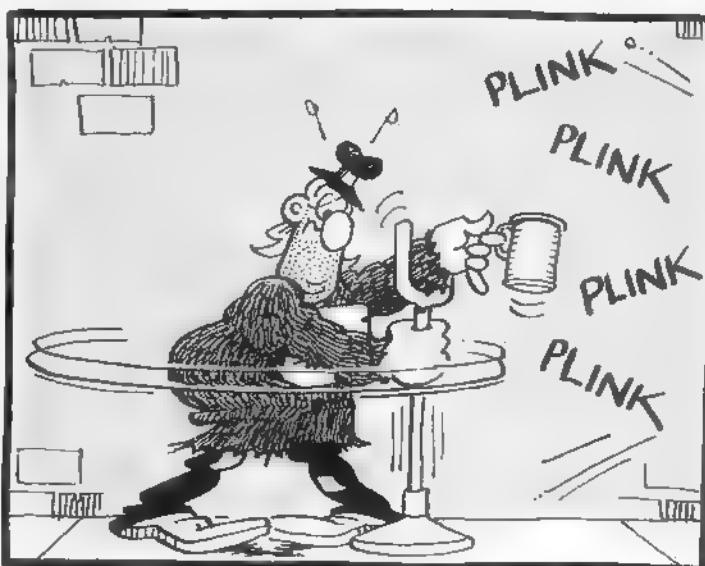
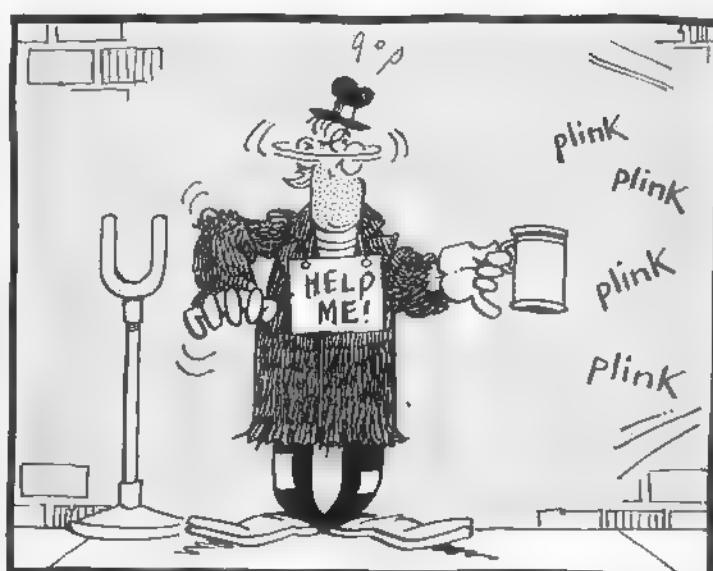
WRITER: JOHN FICARRA







# ONE MORNING ON A CORNER DOWNTOWN



## AUTO REPAIRS



BERG'S-EYE VIEW DEPT.

# THE LIGHT

## DIVORCE



## EXCUSES



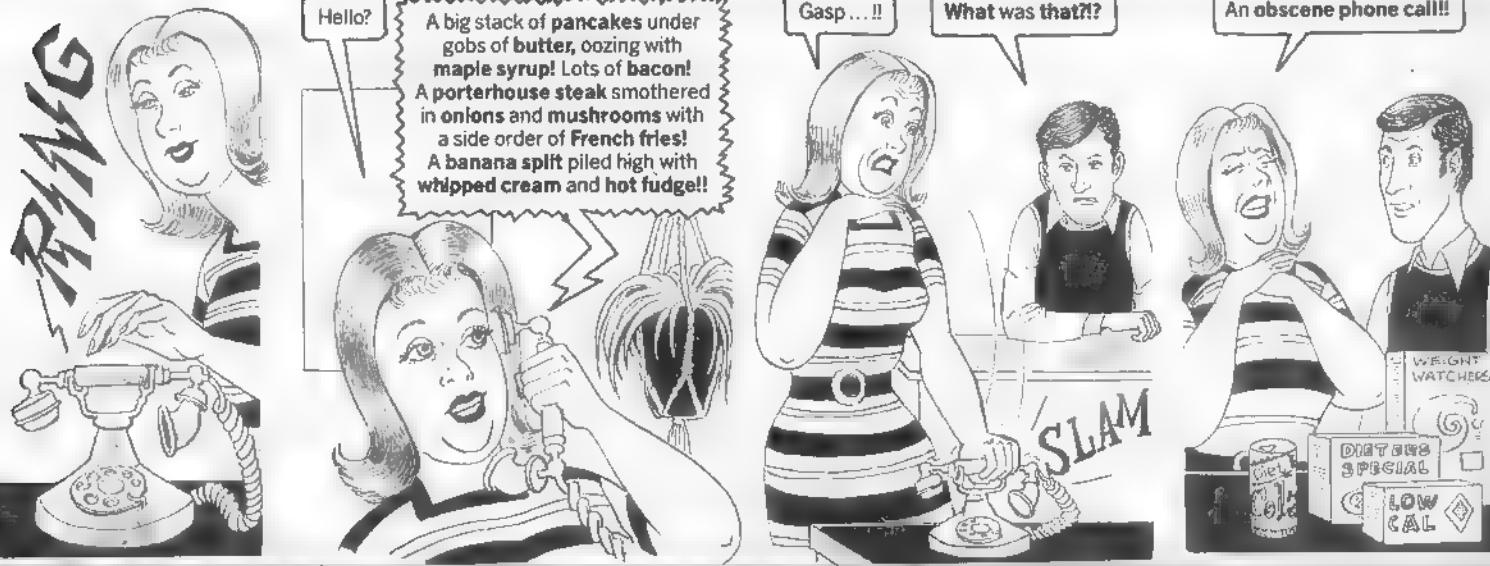
ARTIST & WRITER:  
DAVE BERG

## R SIDE OF...

### TESTS



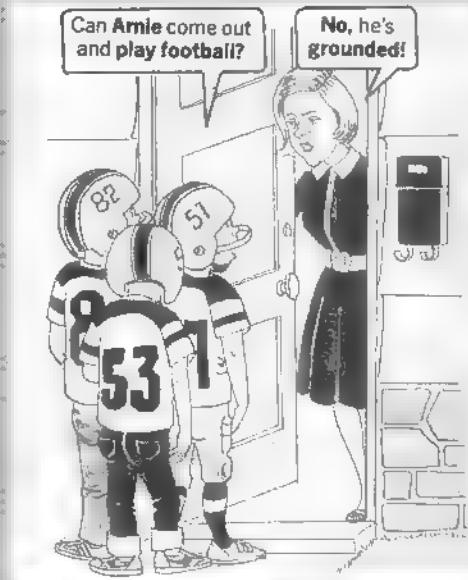
## DIETING



## STAYING AWAKE



## PLAYMATES



## COLLEGE



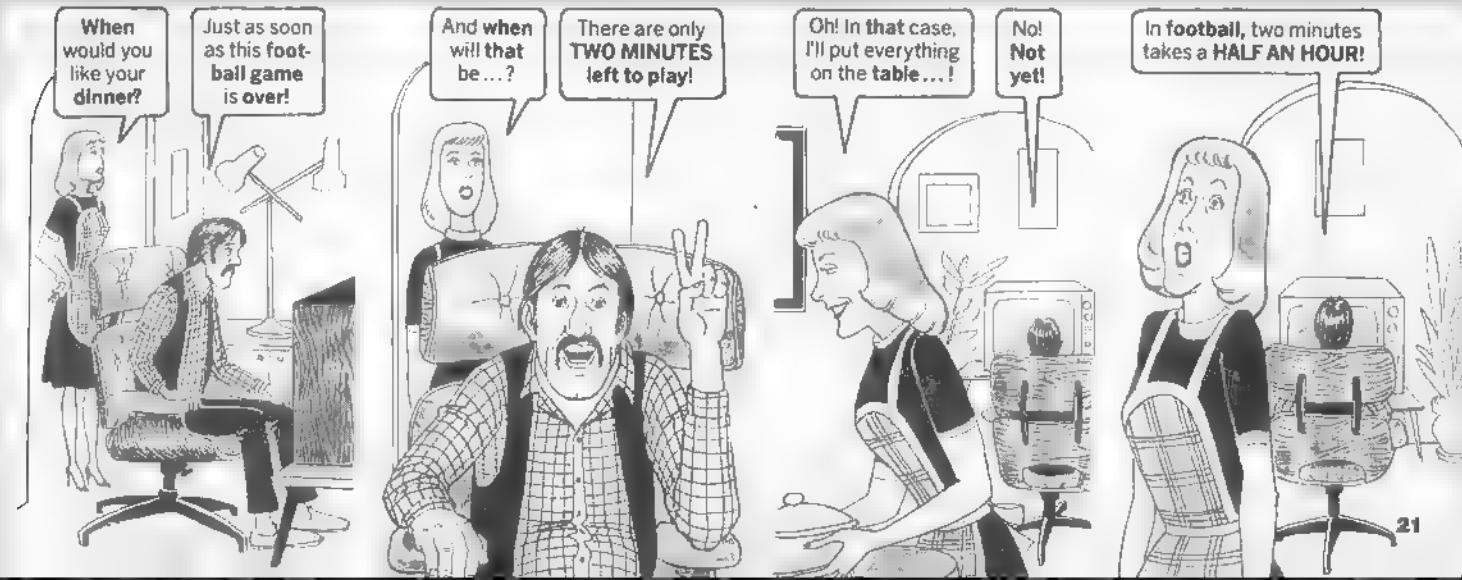
# COLD WEATHER



# COOKING



# TIME



# MOTHERS



# THE TELEPHONE



# PROGRESS



Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the fourth in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

# MAD'S APTITUDE TEST NUMBER FOUR

## WILL YOU MAKE A GOOD POLITICIAN?

1. Complete this sentence. Once elected, a politician pushes to create new jobs for his \_\_\_\_\_.

- A. Family
- B. Cronies
- C. Campaign contributors
- D. All of the above.

2. When a candidate says he has an open mind about major issues, this usually means:

- A. He can be bought by anyone.
- B. Those reports that he's "wishes-washy" are true.
- C. He's waiting to see the public opinion polls before he commits himself.
- D. Any of the above.

- A. Call him an anti-environmentalist.

- B. Say he's a tool of the big oil interests.
- C. Label him a right-wing reactionary.
- D. All of the above.

5. Your opponent changes his mind and now is *against* oil drilling on public land. How do you respond now?

- A. Declare that he's keeping the U.S. dependent on foreign oil.
- B. Say he's against creating thousands of new jobs.
- C. Label him a bleeding-heart liberal.
- D. All of the above.

6. When a Senator attacks "dishonesty in government," it's an indication that:

- A. The other party is in and his is out.
- B. His previous attack on "Creeping Socialism" didn't work.
- C. It's a smoke screen to cover up what's being said about him.
- D. Any of the above.

7. As a Congressman, you take a fearless, independent stand on a crucial bill. What does this mean?

- A. You have a safe seat.
- B. You're planning to retire, so what's the difference?
- C. You meant to take the other side but, as usual, got confused.
- D. Any of the above.

8. Like other politicians, this legislator prefers to speak on TV rather than make public appearances. Why?

- A. The cue cards help him recall key facts, such as the name of his party.
- B. The make-up prevents viewers from seeing he's over the hill.
- C. He can edit in applause, cheers and appropriate fanfare.
- D. All of the above.



9. As a politician, you support housing projects for the poor. What is your motive?

- A. It packs them together in one place, preventing their spilling over into better neighborhoods—which goes over great with middle and high-income voters.
- B. It shows you've got compassion, which goes over great with low-income voters.
- C. It means big bucks to the building contractors who are contributing to your campaign.
- D. All of the above.

10. Complete this sentence. When faced with a decision of conscience, a politician should do what's best for

- A. His re-election.
- B. The most influential lobbyists.
- C. His pocketbook.
- D. All of the above.



If you answered "D" to all the questions, you have the ability to make a great politician.

3. As a politician, you attack your opponent with smears and innuendos. Is this a good practice?

- A. Yes, if it's a close race and this is the only way you can get votes.
- B. Yes, if you're trailing badly and want the perverse pleasure of destroying his character and reputation.
- C. No, if you have an insurmountable lead and therefore can come off as a statesman.
- D. Any of the above.

4. During a campaign, you hear your opponent advocate oil drilling on public land. How should you respond?

ARTIST: GEORGE WOODBRIDGE  
WRITER: FRANK JACOBS

### SCORING



# HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A FAST FOOD RESTAURANT?

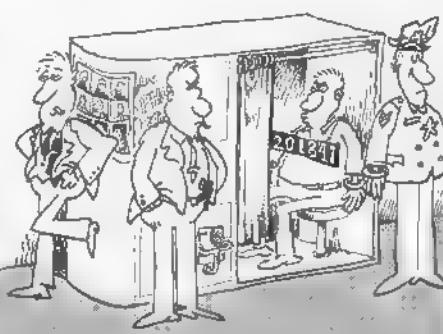
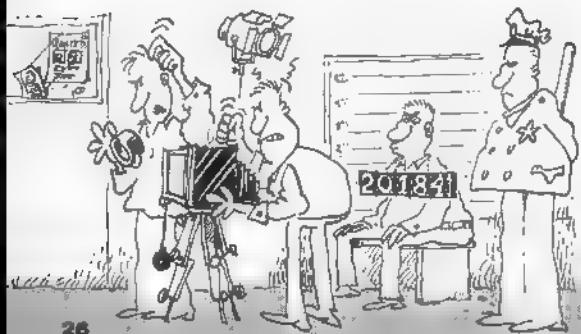
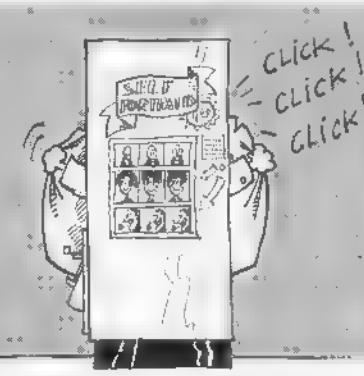
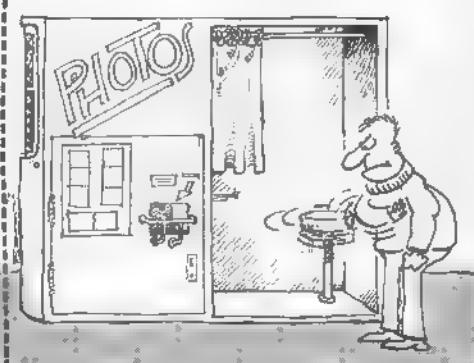
## ANSWERS



1. The teenagers are all chewing their food with their mouths closed.
2. The cheese for the cheeseburgers is made from natural ingredients, including milk.
3. The fish fillet sandwiches taste better than the styrofoam boxes they come in.
4. The iced drink has more drink in it than ice.
5. The young man is resisting the temptation to stomp on the packet of mustard that someone has dropped on the ground.
6. The boy with the magic marker is writing on the note pad, not on the table.
7. The teenage employees are earning more than the minimum wage.
8. The plastic lids actually fit the cups, and prevent spilling and scalding.
9. The employee leaving the washroom actually washed his hands after using it.
10. The person parked in the "Handicapped" section is really handicapped.
11. There are no swarms of bees or flies hovering around the garbage cans.
12. The "Quarter-Pounder" actually weighs a quarter of a pound after it is cooked.
13. Old, stale, cold, unsold food is being replaced with freshly-cooked new food.
14. The customer is being asked if he wants his burger rare, medium or well-done.
15. Someone has actually won the fast-food restaurant's "Sweepstakes."
16. There are no bird droppings splattered on the outdoor patio tables.
17. The teenager is not tampering with the salt shaker so the cap will fall off when the salt is poured.
18. The customer has not created a state of panic by requesting a glass of water.
19. The guy who handles the food has cleaned his nails before reporting for work.
20. The hamburgers look just as big in person as they do on the TV commercials.

SERGIO ARAGONES DEPT.

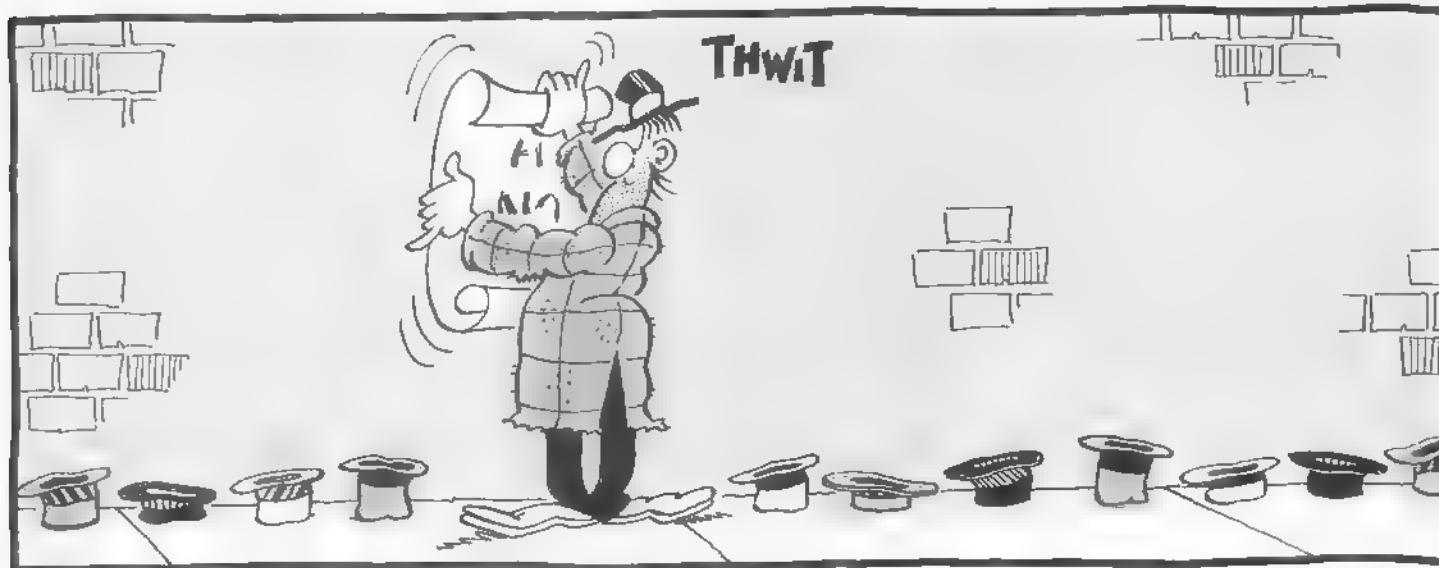
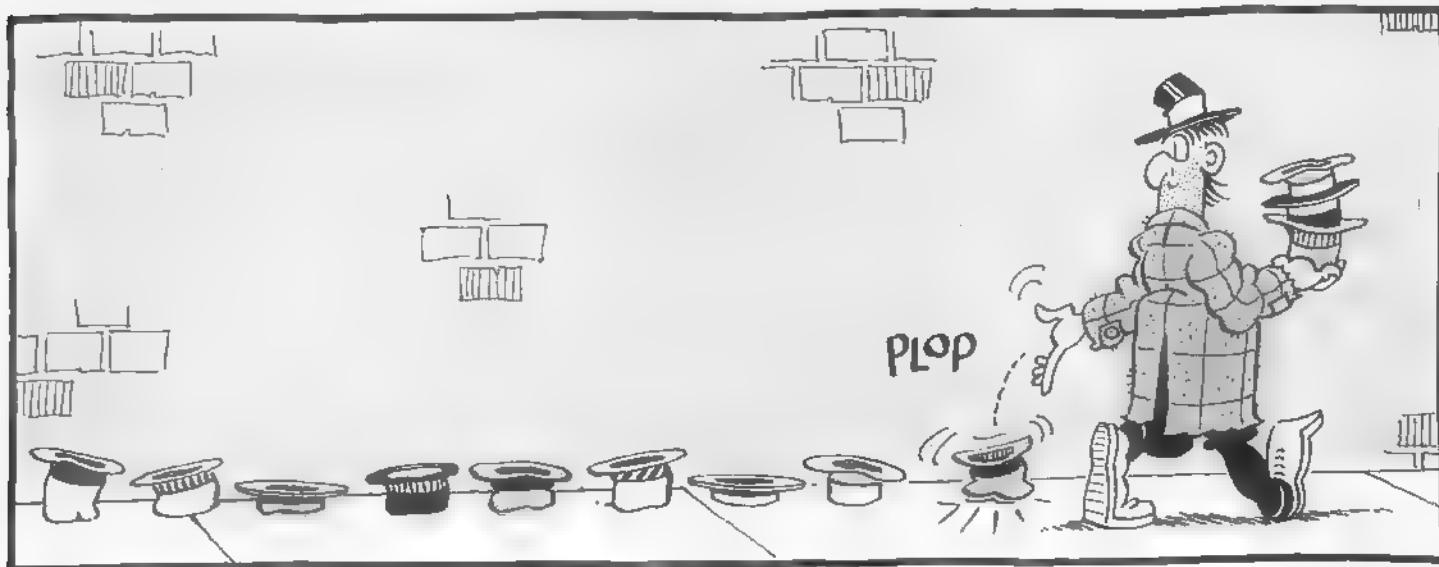
# A MAD LOOK AT



# BOOTHS



# ONE AFTERNOON ON A CORNER DOWNTOWN



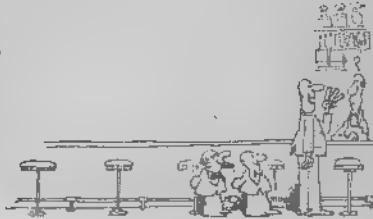
CURRICULUMPS DEPT.

We've all read about the violence, vandalism and ineffectual attempts to educate that plague our modern public schools. But there are other, more serious problems in our educational system . . . problems you'd never even be aware of if you didn't read about them in this dumb article entitled —

# OTHER CRISES IN OUR PUBLIC SCHOOLS

ARTIST: BOB CLARKE

WRITER: DENNIS SNEE



## OLD CHEWING GUM ACCUMULATION RENDERS SCHOOL DESKS OBSOLETE

ST. LOUIS, Mo. (AP) — "The amount of old gum stuck under most school desks has finally made it impossible for the average student to sit at them!"

With this statement, school board president Stanley Sachs disclosed publicly what many have feared privately: that the build-up of gum wads under school district desks has made them unusable.

"They're like stalactites under there," said 16-year-old Denise Glut. "Last week, I ruined another pair of stockings squeezing under a desk. In fact, I almost tore a gash in my leg."

Plans to remove the old gum are being formulated, but the hardness of some of the wads may require blasting, according to one school board source.

Furman Beemer, director of maintenance for the district, said that he is  
*(cont. on page 12)*



Perplexed student Denise Glut wonders how she can get under her desk.

## UNCHEWED PENCIL SHORTAGE ACUTE

DENVER, Colo. (UPI) — Finding a No. 2 pencil without teeth marks is now next to impossible, according to Lee Farbleberry, president of the Denver Board of Education, and the situation will get worse before it gets better.

Although predictions of an unchewed writing instrument shortage were first made several years ago, nothing was done to turn the tide and the situation is now out of control.

"It disgusts me that students can deface school property so casually and not even seem concerned about it," teacher Laureen Eichberger told reporters.

The sharp increase in pencil chewing has been attributed to greater tension among young people, especially among students who now face more intense com-

petition for top grades that can lead to college admissions.

"Yeah, I chew pencils," admitted sixth grader Amy Boswick. "But it's the American way, isn't it? I know my parents gnawed a few in their day, and if not for pencils I'd be chewing my nails, or getting an ulcer!"

The practice of sinking one's teeth into a fresh, new pencil is probably as old as the American educational system, but it is the sudden upturn in the

(cont. on page 15)



Thing Of The Past?  
An Unchewed #2...

## Two Injured in Junior High Locker Avalanche

TRENTON, N.J. (OOPS) — Finster Junior High School students Al Elam and Byron Brooks sustained minor injuries today when they opened the locker they share and a cascade of text books, yo-yos, note pads, frisbees, skateboards, a radio, a lunch box, gym bags, tennis shoes, pens, pencils and half-eaten sandwiches rained down on them.

"Students have been warned that the overloading of lockers can create potential avalanche dangers," said Mr. Rupert Goop, principal of the school, "but they don't always listen. What we really fear is that they may start keeping bowling balls in their lockers! Then, you'll really see some injuries!"

The accident involving Elam and Brooks was the tenth in a series of similar incidents that

(cont. on page 45)

## Riots By Angry Parents Continue

BALTIMORE, Md. (PU) — Most high school coaches worry primarily about upcoming opponents but, according to Lincoln High football coach Ed Tinsley, "I wouldn't care if we were playing the Dallas Cowboys next week, just as long as we don't have to face the kind of rabid parents who stormed our bench after the game tonight!" Riots by dissatisfied angry parents have become so common-place at the games of the last-place Lincoln High Spartans that prohibiting parents from attending the games has been considered. But Coach Tinsley has doubts that it would solve the problem.

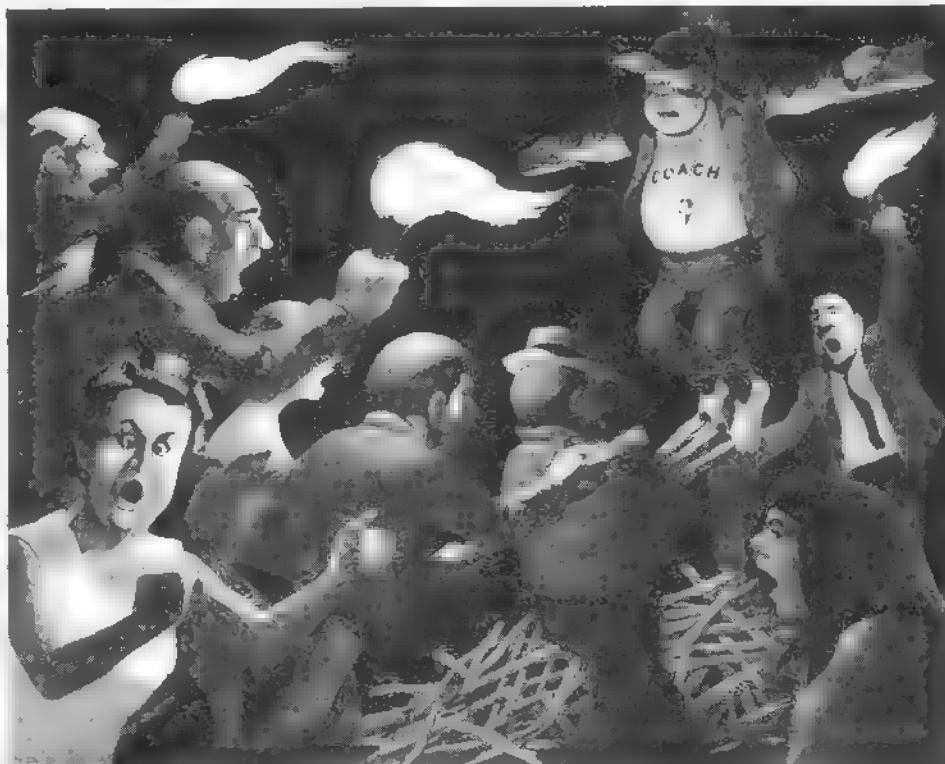
"Last basketball season, we got a court order to keep two of the more antagonistic parents away from the games, and the following week, the grandparents showed up instead. And they were more vicious than the parents!"

With potential rewards increasing for student athletes who demonstrate ability for their sport, parents are becoming increasingly irrational about seeing their children get a chance to perform.

"My son is a natural," said Mrs. Leo Stopford, while she heaved tomatoes at the coaching team of her son's team last Friday night. "He's 5' 2" — 78 pounds — and he could be the greatest defensive tackle in the league if that moron of a coach would only give him a chance!"

Second-guessing coaches has always been a popular activity with parents, but the current rash of riots clearly means a

(cont. on page 34)



Angry parents vent rage at "Roast" following losing game.

# FORMER ERASER CLEANER CLAIMS CHALK DUST DAMAGES

ATLANTA, Ga. (UPI) — In the third such suit filed recently, high school senior Matthew Binkowitz claimed today in municipal court that his experience cleaning erasers in elementary and junior high school caused him to develop a chronic respiratory ailment.

"I used to pound the things every day till my hands got tired," Binkowitz said, "but it wasn't until a year ago that I realized breathing in all that chalk dust was bad for my health."

Binkowitz's attorney, Samuel J. Baskew, said the school board was clearly negligent in allowing the hazard to exist.

"There should be a warning printed on every eraser stating that a danger to students' health exists from chalk dust inhalation. Who knows how many may have already been exposed to this risk?"

Fellow students of Binko-

witz had markedly different reactions, however.

"That Binkowitz has been a brown-noser since first grade — always cleaning erasers and watering the teachers' plants. He and all the other teachers' pets deserve whatever they get!" said one student who asked to remain nameless.

Another student offered a similar comment, saying, "You notice it's only them goody-two-shoes who're complaining. Those kids get all the benefits of playing up to their teachers — let 'em take the consequences!"

Litigation stemming from the suit is likely to drag on for some time, according to a

(cont. on page 21)



Plaintiff Binkowitz and Attorney Baskew face reporters.

## INK POISONING EPIDEMIC SPREADS AMONG CRIBBERS

DULUTH, Minn. (PST) — "One student had the entire Gettysburg Address written on his forearm," said Mrs. Lynn Selden, Duluth Junior High School history teacher. "He passed the final exam, but he made the mistake of using indelible ink! He had to wear long-sleeved shirts the entire month of May!"

This case, according to Mrs. Selden, is only one of hundreds being discovered each week as more and more students attempt to use their unexposed skin as crib sheets. As a result, ink poisoning within the district is increasing by leaps and bounds.

"And ink poisoning is not the most serious possible side effect of this practice," says Superintendent of Schools, Myron Grover. "What worries me is that these students aren't learning anything . . . except how to print very compactly!"

"One student had a racket going," continued Grover. "He could write test answers so neatly on his arms that he began Xeroxing his limbs and selling copies to other students. He made a small fortune off the football team!"

Although the chances of developing ink poisoning by writing on the skin are remote, many new cases have been

## PAPER SUPPLIES DECIMATED BY WILD SPITBALL WARFARE

SPOKANE, Wash. (PTOO) — The spitball wars are here and Spokane's public schools are suffering heavy losses.

No, there have not been any injuries reported . . . as yet . . . but the district's supply of notebooks, scratch pads and scrap paper has been decimated by students using the paper as ammo.

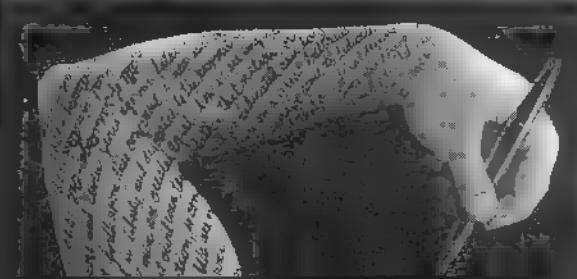
The magnitude of the situation was verified last week by parent Richard Warshauer, who visited a classroom to observe.

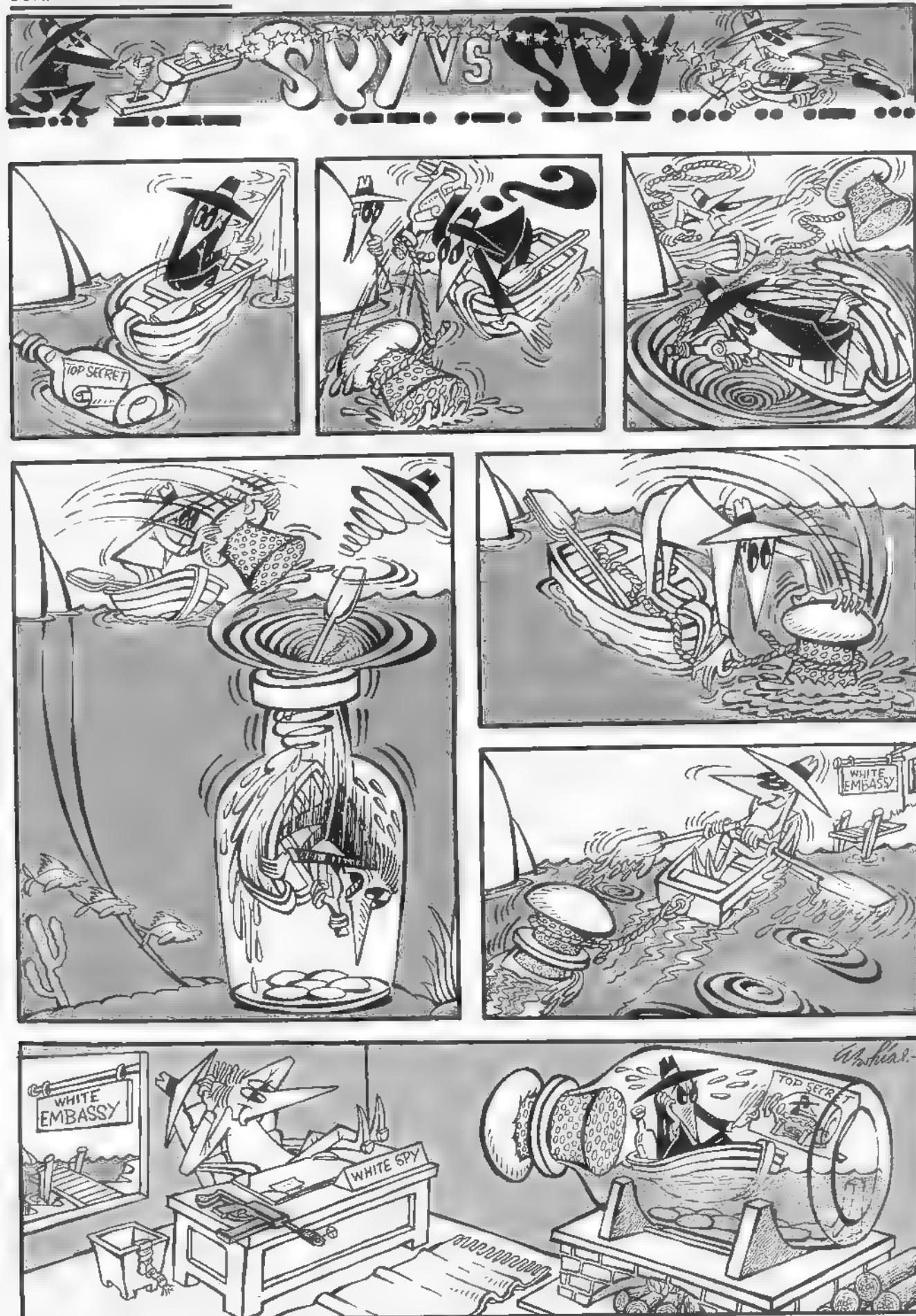
"I wanted to see for myself if it had really gotten out of hand, so I sat in on a class," said Mr. Warshauer. "Everything was normal until the teacher was called to the principal's office. Then, all hell broke loose. It looked like a Kansas hailstorm!"

Ninth grade science teacher, Marvin Fletcher had a different reaction.

"We could teach a course in 'Principles of Flight' using spitballs as an educational aid," he stated.

School board mediators are attempting to negotiate a cease-fire among the warring factions and toward this end a meeting has been scheduled. But little hope was held





NAH-NUKE, NAH-NUKE! DEPT.

Nanoo, Nanoo! Hi, I'm Rubin Willyums! No, this isn't a re-run of "Muck and Windy"! The scripts on that show made a lot more sense than the stuff you're about to hear in this interview...which the Editors of MAD felt needed somebody REALLY spaced out to conduct! And since I'M from outer space—or was until I was cancelled—I got the job! Job being—to interview one of the people responsible for evacuating us in case of NUCLEAR ATTACK! Meet Mr. Mirv Dumesday, who's been chosen as MAD's

# C · R · E · E · P · \*

## OF THE YEAR

(\*Crisis Relocation Emergency Evacuation Planner)

Hi, Mr.  
Dumesday!  
I'm Rubin  
Willyums  
...from  
MAD!

MAD?! Oh,  
you mean  
"Mutually  
Assured  
Destruction"!

No, MAD  
Magazine!!  
"Moronic  
Asinine  
Drivel"!!

Sounds like your typical Government Agency!  
Anyway, that MAD policy is no longer valid!  
Thanks to our Crisis Relocation Plan, the  
civilian population won't be totally destroyed!  
We'll only lose about 60 or 70 million!

60 million??!  
If I had that  
many viewers,  
I'd still be  
on the tube!!

Yes, but look at  
the BRIGHT side!!  
With all those  
casualties, the  
Unemployment Prob-  
lem will be solved!



ARTIST: HARRY NORTH

WRITER: LOU SILVERSTONE

Do you  
really  
think  
we can  
actually  
survive  
a  
Nuclear  
War?

"Nuclear War"  
is not to be  
mentioned  
around here!  
We invested a  
ton of money  
to make it  
**OBSOLETE!**

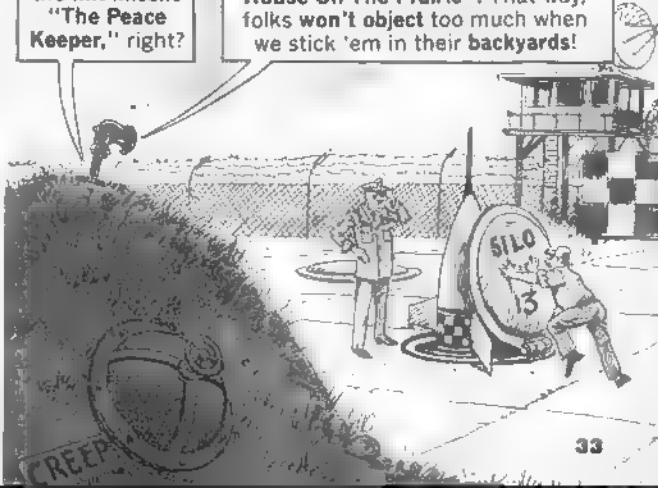
You mean  
you spent  
money to  
find a more  
acceptable  
way to  
settle our  
differences?

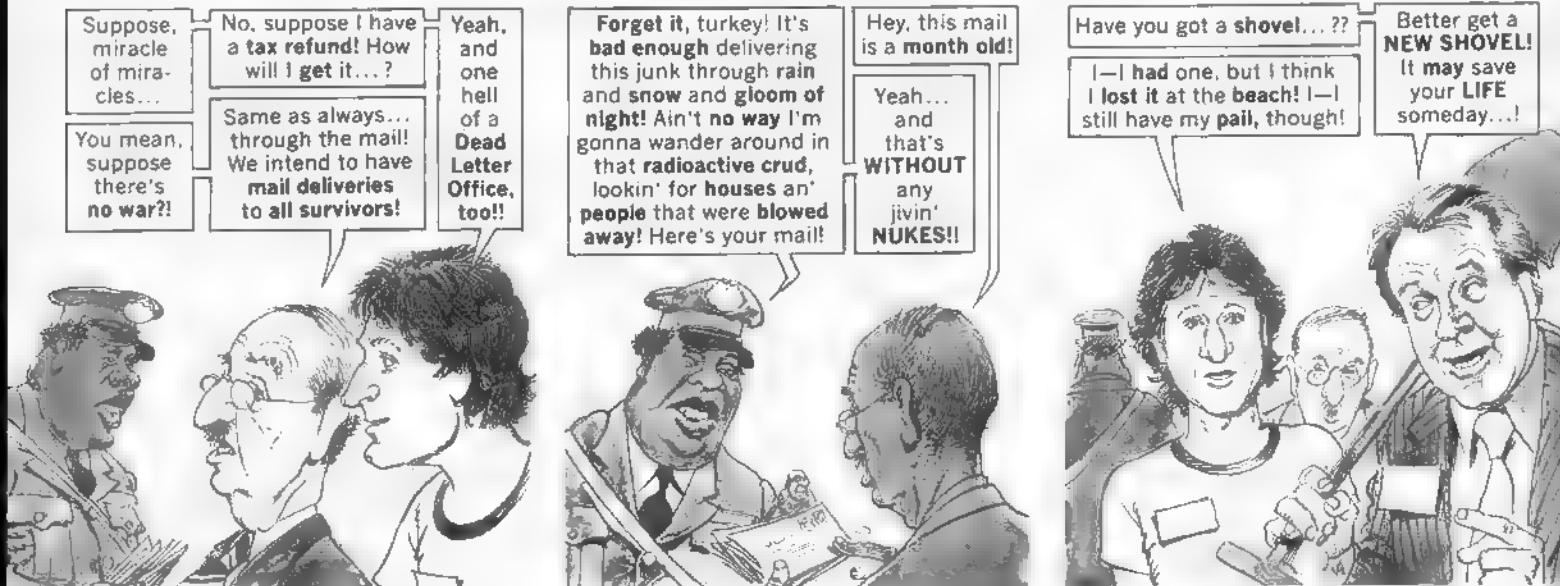
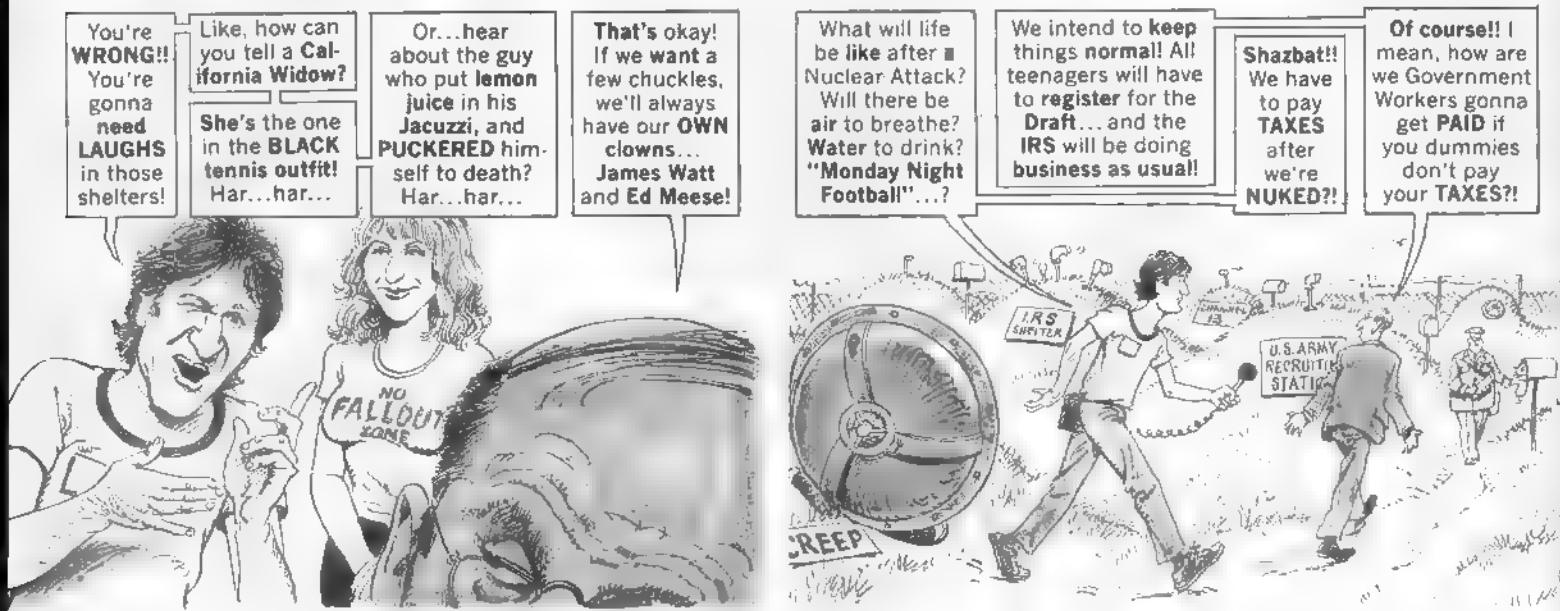
No, we spent  
it on P.R.—  
trying to come  
up with a less  
frightening  
phrase for it!  
We've come up  
with **NUCLEAR  
EXCHANGE!**

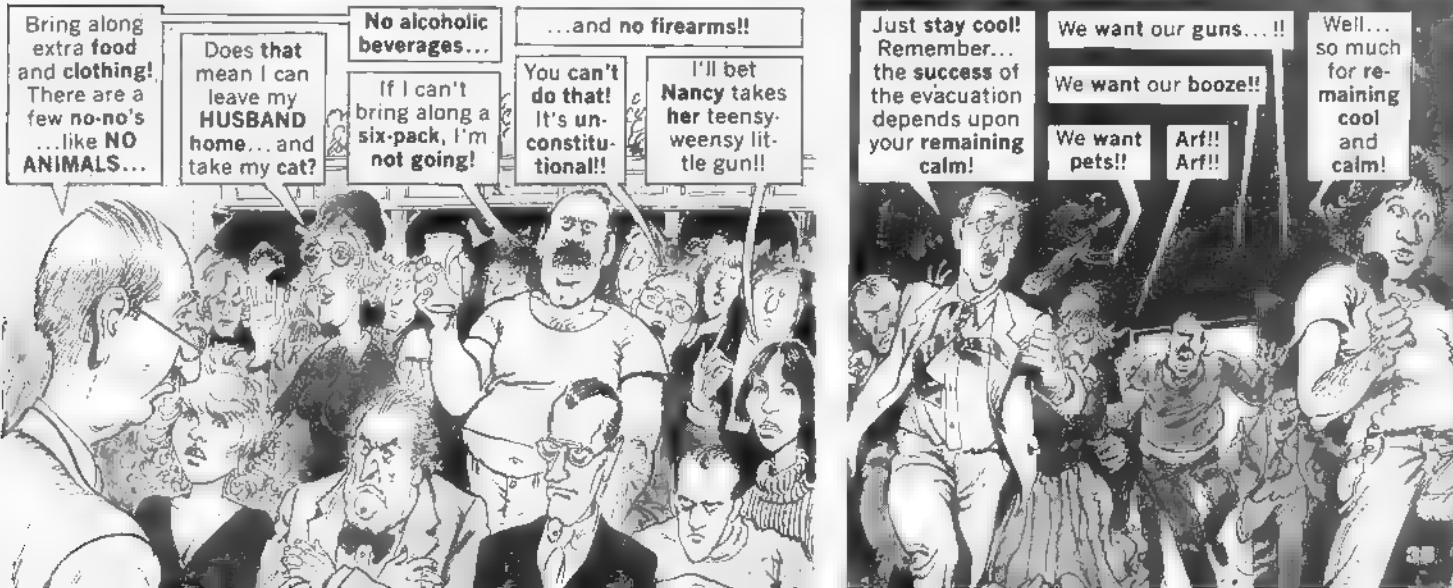
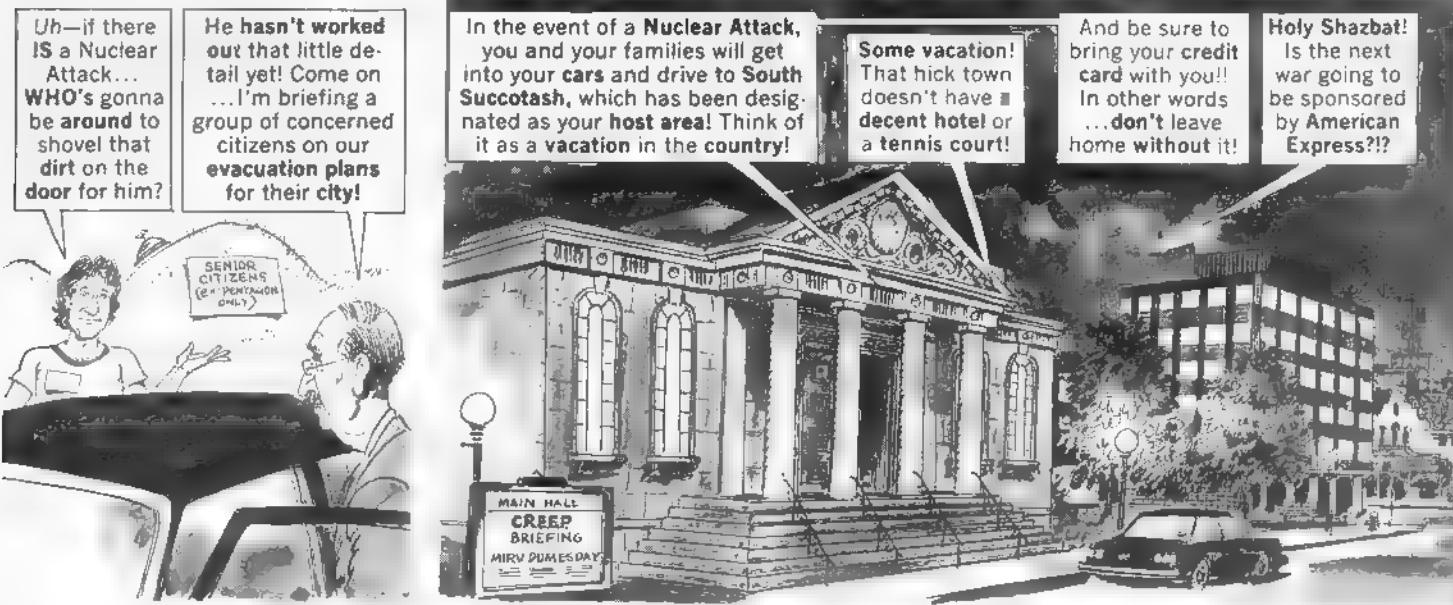
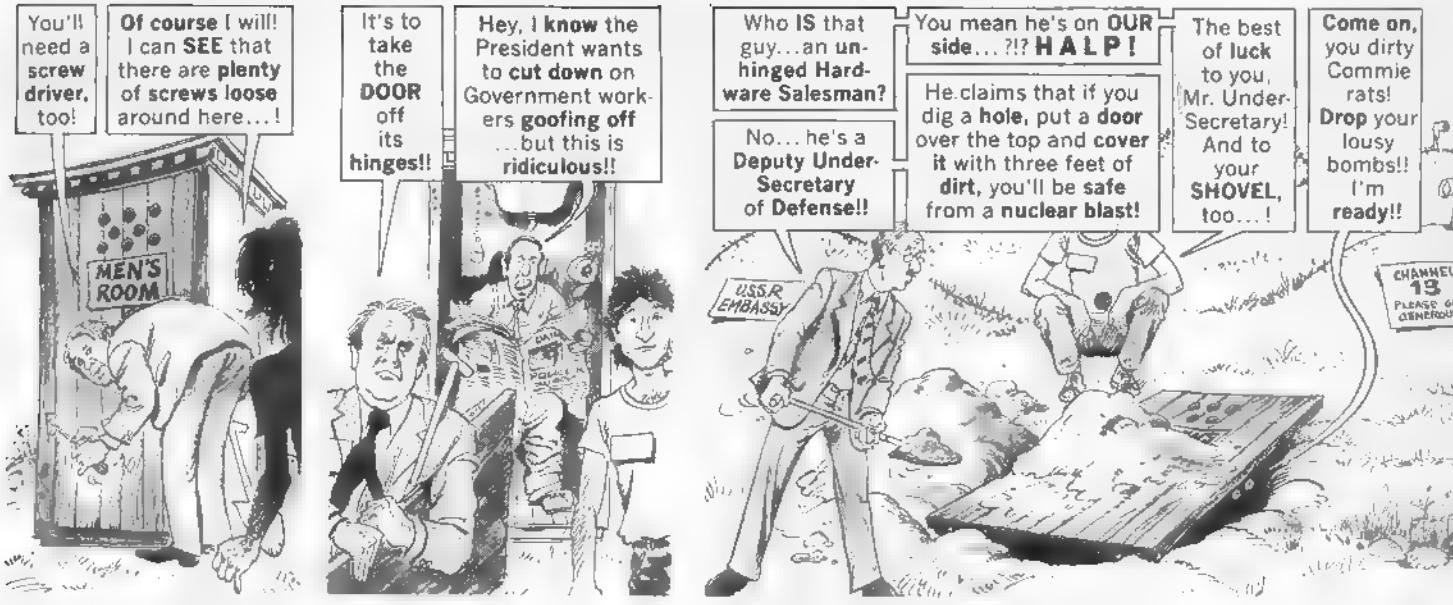
Has a nice  
sound to  
it, huh?  
Like we'll  
be trading  
**GIFTS**  
at  
Christmas  
time!

I dig where  
you're coming  
from! It's like  
when Ron, The  
Gipper, called  
the MX Missile  
"The Peace  
Keeper," right?

Right! See that missile silo? It  
contains a Multi-headed Missile,  
capable of wiping out an entire  
city! From here on, we'll refer  
to a silo like that as a "Little  
House On The Prairie"! That way,  
folks won't object too much when  
we stick 'em in their backyards!







I have another little surprise for them! When they reach the host area... their CARS will be IMPOUNDED!

Shazbat!! No wonder you don't want them totin' any guns!!

Now we're going to make a "Trial Evacuation Run" to South Succotash! Our plan calls for it to take five hours! You'll find people in small towns a lot more friendly and cooperative!

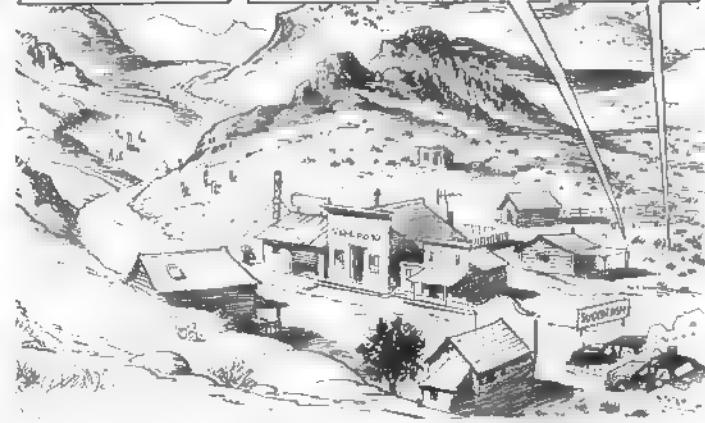


Well, we made it! And it only took TEN hours! Lucky for us it wasn't the RUSH HOUR... like a REAL-LIFE EVACUATION!!

You ought to put up interesting signs for people to read along the way...

Like, "Don't Look Back! The Blinding Flash May Prove Harmful To Your Health!"

Or, "Only One More Mile To Fresh Air!" Okay, pull over...!!



Okay, let's see your license!

I'm from the Federal Government, Officer! We're conducting a "Crisis Relocation Test" in case of a Nuclear Attack!

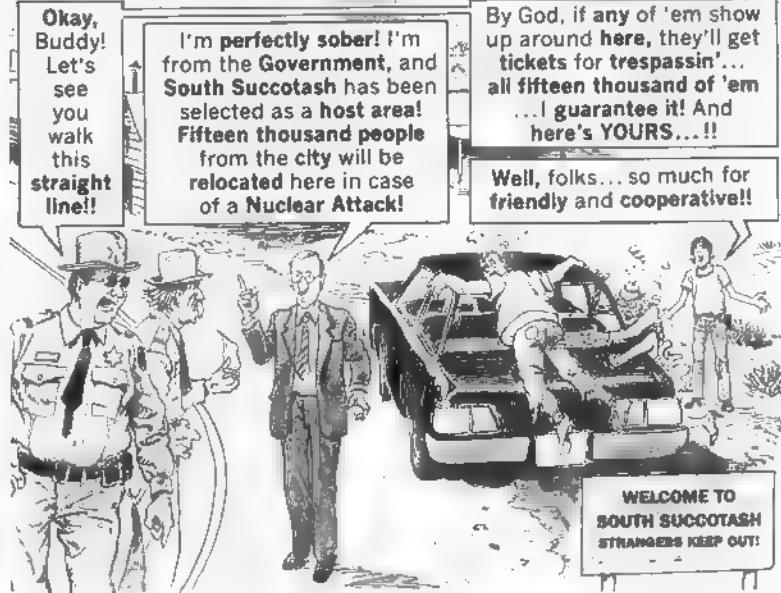
Sheriff, better get on over here! We got us a live one! Some idiot thinks that we're gonna be NUKED!

Okay, Buddy! Let's see you walk this straight line!!

I'm perfectly sober! I'm from the Government, and South Succotash has been selected as a host area! Fifteen thousand people from the city will be relocated here in case of a Nuclear Attack!

By God, if any of 'em show up around here, they'll get tickets for trespassin'... all fifteen thousand of 'em ...I guarantee it! And here's YOURS...!!

Well, folks... so much for friendly and cooperative!!



Your local officials will be notified! We've worked out all the details for relocation!

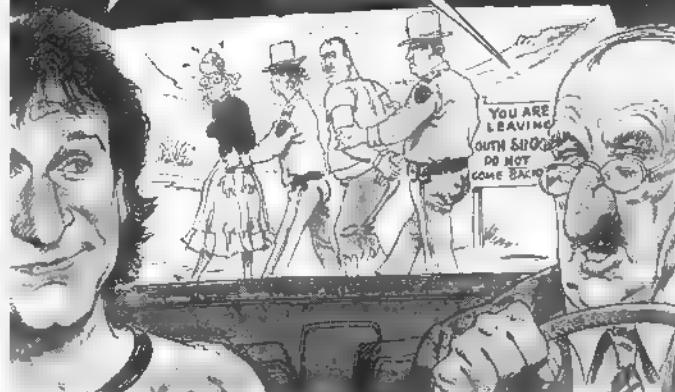
Here's one detail you forgot! Our sewage system can't even handle the two thousand people we've got here now! So what in blazes are fifteen thousand refugees gonna do when they have to go to the John, eh???

I've got it! They can all borrow SHOVELS from the Under-Secretary of Defense!

I really hate to mention this, but what are the survivors supposed to do about getting medical treatment?

Shelters will have ample supplies of medicines and medical personnel!

That's okay for the VIP's... but what about the REST of us?!! What are WE supposed to do... play "DOCTOR"!??





Well, our plan can't save **EVERYONE!** But this Administration is deeply concerned about saving as many lives as possible! Isn't that right, General Firstryke?

You better believe it! There's nothing more precious than a human life! We're all God's creatures after all!

Then why not build shelters for **EVERYBODY**???

You're talking about **seventy billion dollars**, boy! Do you know how many missiles we could buy with that money?? Enough to level Leningrad, Minsk and half of Moscow!!

No wonder that so many Bishops and Rabbis and other religious leaders want an immediate **NUCLEAR FREEZE**!



Those guys should stick to Church stuff...like School Prayer, Bingo Games and Las Vegas Nights... and leave the serious problems to us Think Tank and Pentagon experts!

Folks, that message was brought to you by the people who gave us **DENSE PACK**!!

Listen... if The Good Lord hadn't **INTENDED** us to have Nukes, He wouldn't have given them to us!

Gee! How come He gave 'em to the Russians, too, when they're atheists?

HE didn't have nothin' to do with it! It was that rotten **LIMEY** traitor who gave 'em the formula!

One last question! When will your Re-location Plan be ready??

Our target date is 1990!  
Shazbat!! I think I'll get myself a **SHOVEL**!!

And then, if we get some decent weather, it'll only take us a week to put the Evacuation Plan into action!!



You mean, the Government is spending billions on a plan that depends upon the Russians giving us a **WEEK'S NOTICE**... ??

I can see it now... the **RED PHONE** in the White House... **RINGGG!**

Hello? Is White House? Is Premier Andropov here! I want talking to President!

Is sleeping...? No...when he is waking up, tell him we are going to Nuke you rotten Imperialists next week on 14th!

Ya... on 14th! You having my word! You also having a nice day!



Nanoo, nanoo! This is Rubin Willyums... signing off and returning you to **MAD**!! Th-th-th—that's all, f-f-f-folks!!



FISSION TIPS DEPT.

CONFUSED BY ALL THOSE "WAR SCARES" FROM THE MIDDLE EAST, INDO-CHINA, CENTRAL AMERICA

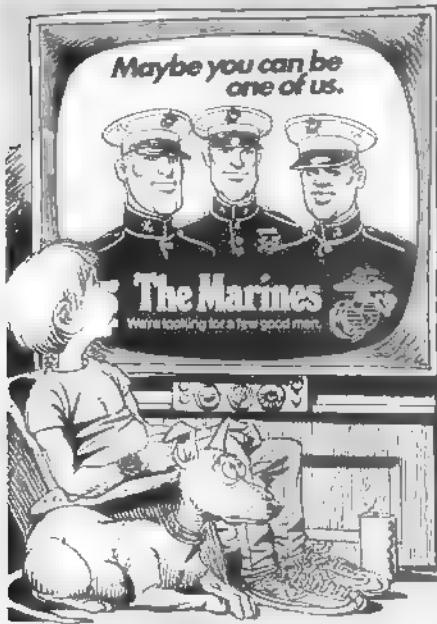
# MAD'S "EARLY V (OR... YOU'LL KNOW S)

ARTIST: GEORGE WOODBRIDGE

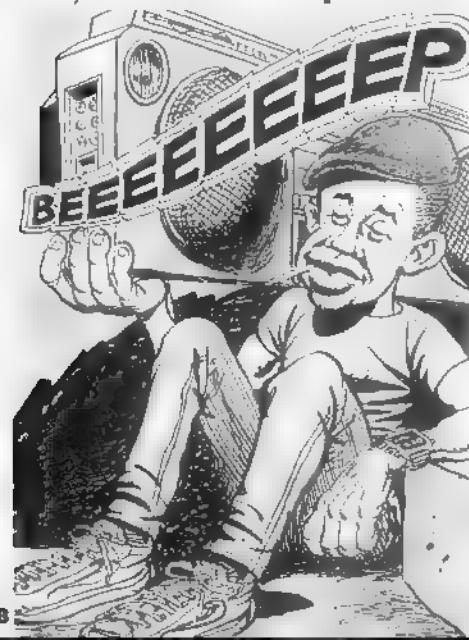
Every other commercial on TV is an "Armed Forces Recruitment" pitch.

They suddenly make John Wayne's birthday a National Holiday.

Lee Iacocca does a Chrysler commercial... and you notice tanks coming off the assembly line.



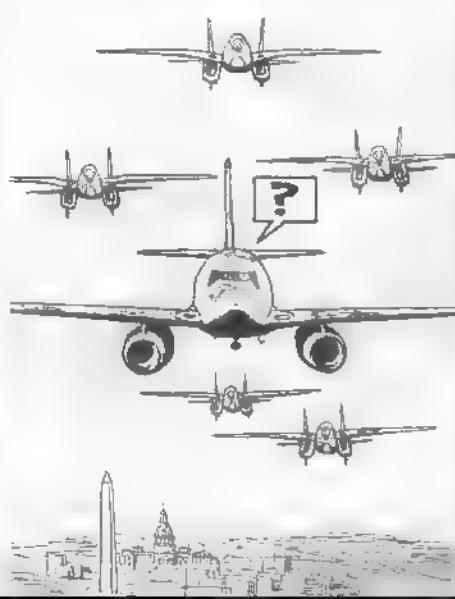
The "This is a test!" thing is played so often, it's listed on the top-10 charts.



Your N.Y. to Washington, D.C. shuttle flight is painted in camouflage colors.



...and as you approach Washington, D.C., you pick up a fighter escort.

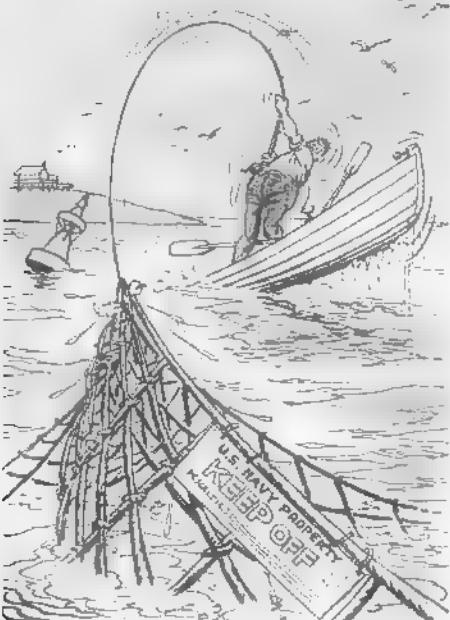


ICA AND WHEREVER? WANT TO KNOW WHEN THE "REAL THING" IS ABOUT TO HAPPEN? STUDY ...

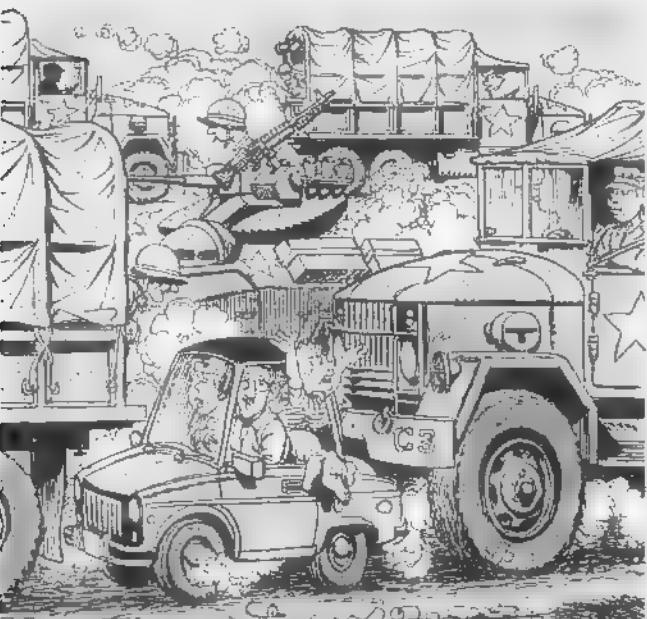
# WARNING"SIGNS UMPTIN'S UP WHEN...)

WRITER: DON EDWING

You keep snagging anti-submarine nets in your favorite fishing spot.



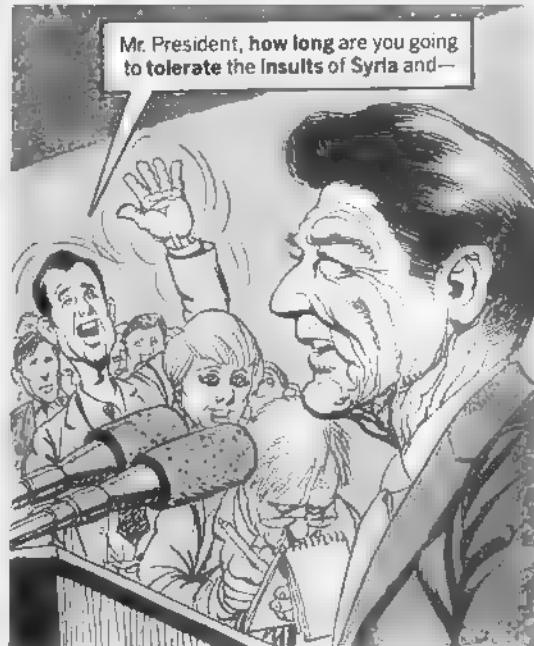
You begin to notice an awful lot of Army trucks on the highways when you take your Sunday drives.



Tip O'Neill calls the President...



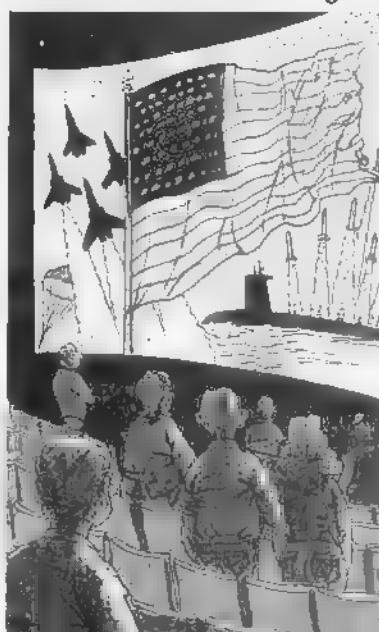
The President consistently calls on those hard-nosed reporters at Press Conferences.



Henry Kissinger keeps saying...



They start playing the National Anthem at the movies again.



HERE'S LOOKING ACHOO DEPT.

# A MAD LOOK AT C

THE DROP-DRIPPER

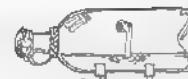


THE COUGH-BOUNCER



THE VICKS VAPO-RUBBER





# OLD SUFFERERS

WRITER AND ARTIST: PAUL PETER PORGES

## THE TISSUE-DROPPER



## THE DEEP THROAT-GURGLER



## THE PILL-POPPER



# ONE EVENING ON A CORNER DOWNTOWN



## MAGNUM CUM LOUSY DEPT.

There's a new Private Eye on television, and it takes him only 60 minutes to solve a crime each week. Which is about 57 minutes longer than anyone else watching the show! That's one of the reasons we affectionately call our version of the program:

# MATT HOUSTINK

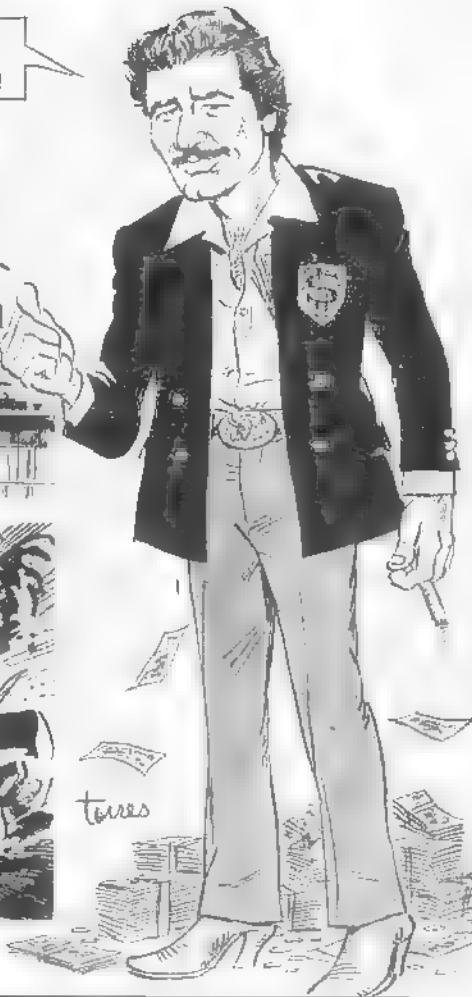
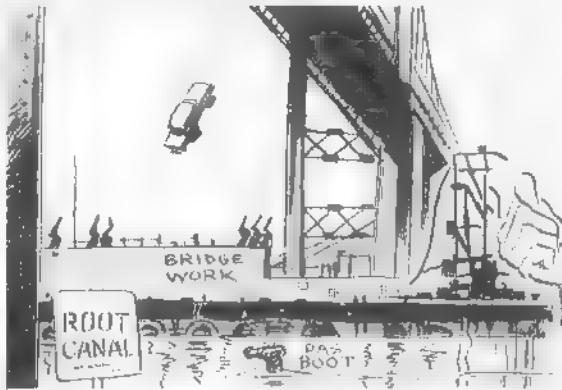
ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

Gol' durn it, this  
is a pretty exciting  
opening, ain't it?!

Makes you think that you're  
gonna see a ton of action  
on tonight's show, don't it?!

Well, don't be fooled, Pardner! This forty-five  
second opening is actually ALL of the action  
scenes from ALL of the shows from last season!



I'm Matt Houstink! I like fast cars,  
and I like fast women! Usually,  
I try to get a fast woman into one  
of my fast cars! That way, I can get my  
pleasure over REAL FAST! Then, I can  
concentrate on my business!!

Hi! They call me C.B.! It stands for Cute  
Broad! I'm Matt Houstink's assistant!  
He's a great Boss ... as long as I observe  
two rules! First, I must never get jealous  
when he entertains other women! And second,  
I must never look prettier than him!

I'm Detective Holt! And riding back here, I'll give you  
one guess what hoists the most! I help Matt out from  
time to time! Like today ... I'm helping him out by over-  
looking two violations! First, he's doing 95 mph in a 55  
mph zone ... ! And second, he's driving under the influence  
of J.R. Ewing's ridiculous Texas wardrobe!!



Okay... I'll buy Park Place ... AND I'll buy Oriental Avenue ... and I'll put three hotels on each!

Hey, I come here looking for help, and you ignore me while you play some STUPID BOARD GAME?

What game? Matt just bought the REAL Park Place, and the REAL Oriental Avenue, and he's putting three REAL hotels on each!

Gee ... I guess you ARE as rich as everybody says!! This is a 30-story building ... and yours is the only name on the bell!!!

But let me tell you why I'm here, Mr. Houstink! I— I think someone is trying to kill me!

Well, loosen your tie and we'll talk about it ...

This isn't a tie! It's a NOOSE!

DECOR BY BRONX BOTANICAL GARDEN



Let me explain something ... I'm not your typical Private Investigator! Now, I'll start with some obvious questions—

And then you'll get into more sophisticated inquiries ... ?

No, he starts with obvious questions—and he ends up with obvious questions! There's absolutely nothing in between!

Like I said, I'm not your typical Private Investigator!

Now ... suppose you tell me what kind of work you do!

I write books! My name is Parker Pentel!

Well, Matt ... actually that's just my PEN NAME!

My REAL name is Flair Scripto! But you can call me "Bic"!

I write "Fun Books" for a living! My latest is called "Cops And Robbers: One And The Same"!



I also wrote "Longshoremen And Our Docks; A World of Hoods," "Those Drunks That Drive America's Trailer Trucks," "Doctors and Dentists... High-Priced Con Artists" and more!!

I guess you get a lot of hate mail!

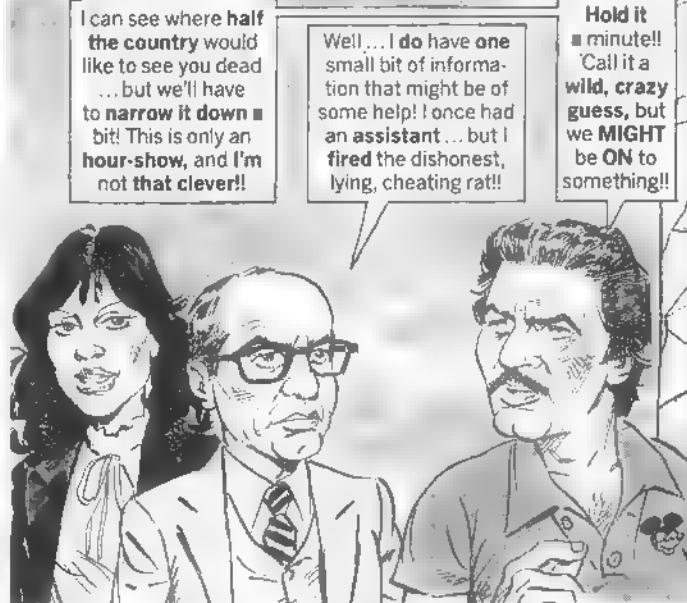
Maybe! You don't know for sure??

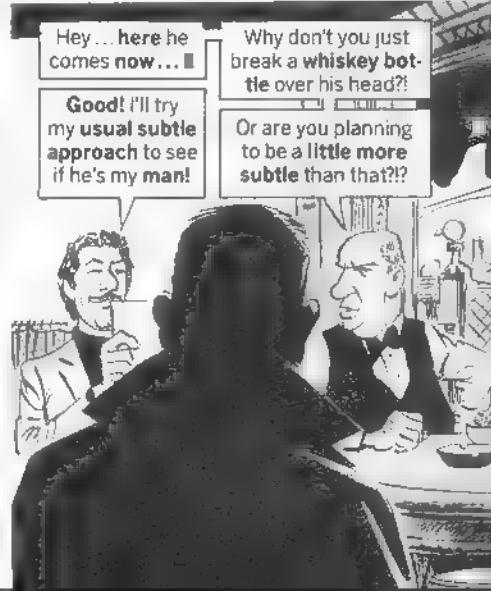
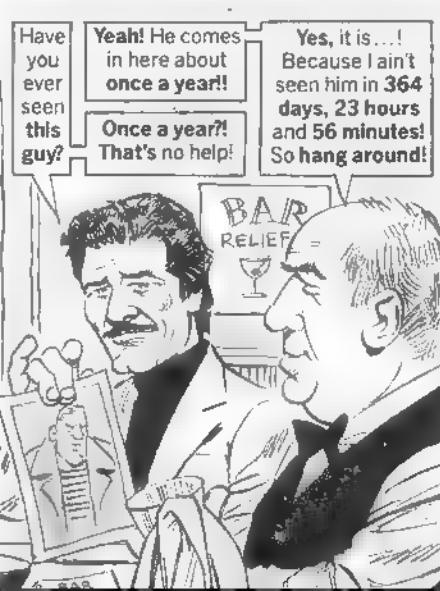
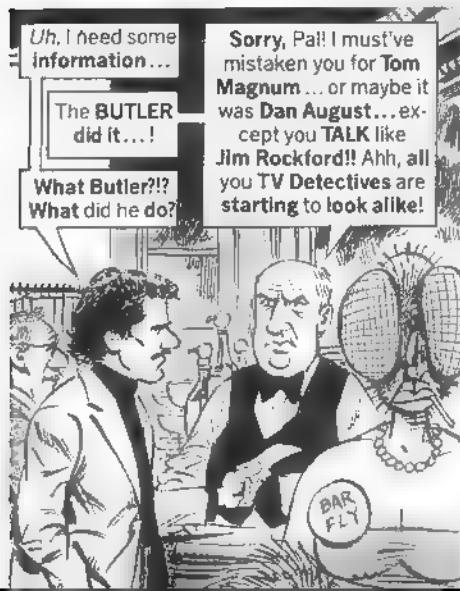
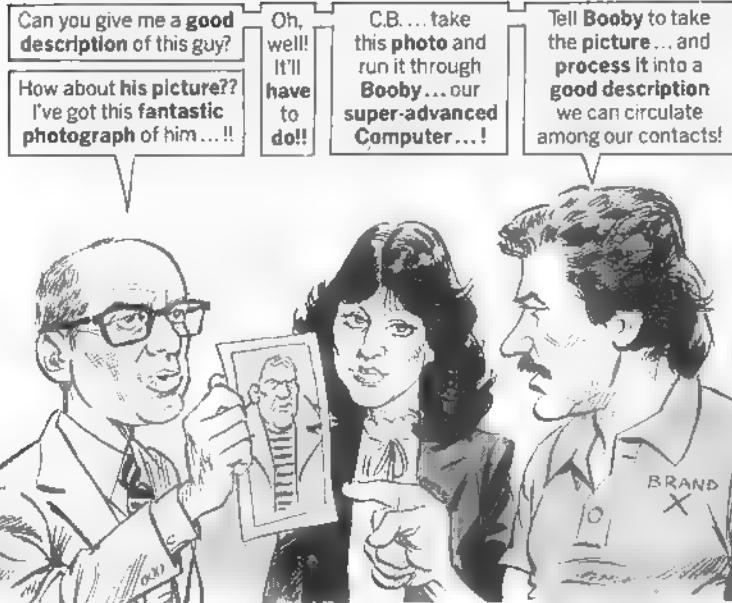
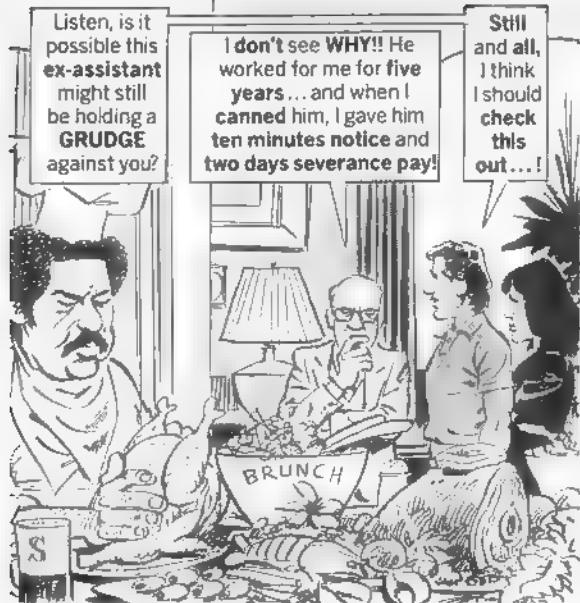
I've got a Post Office Box! Most of my mail blows up before I have a chance to pick it up!

I can see where half the country would like to see you dead ... but we'll have to narrow it down a bit! This is only an hour-show, and I'm not that clever!

Well ... I do have one small bit of information that might be of some help! I once had an assistant ... but I fired the dishonest, lying, cheating rat!!

Hold it minute!! Call it a wild, crazy guess, but we MIGHT be ON to something!!





Hi, fellah! It sure is a lovely night for threatening someone's life... isn't it??

Listen, Mac, I don't know what you're driving at, but you've got the wrong guy! However... you MIGHT be looking for my Brother, "THE KILLER" ...who was put into Sing Song Prison yesterday... for MURDER...!!

Boy, I'm so lucky! Just when I think I've come to a dead end, another mini-clue surfaces!

Oh-oh...!! I don't like this at all! SOMEONE is following me...!!

I don't know why this is happening! After all, I AM using my "plainclothes car"...!!

The only car in the entire State of California that has NORMAL NUMBERS instead of some cutesy name or obscure saying on its license plates!



Here's how I'll lose him!

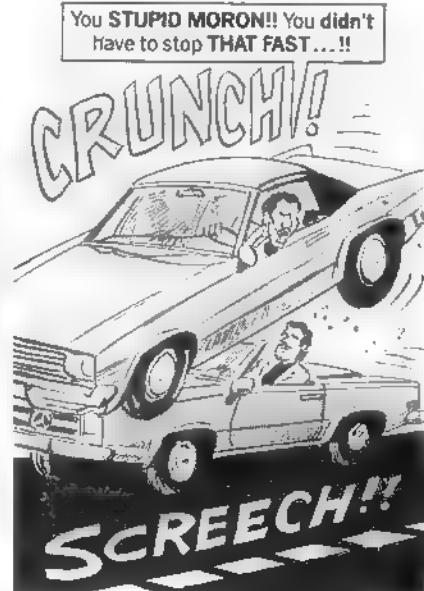
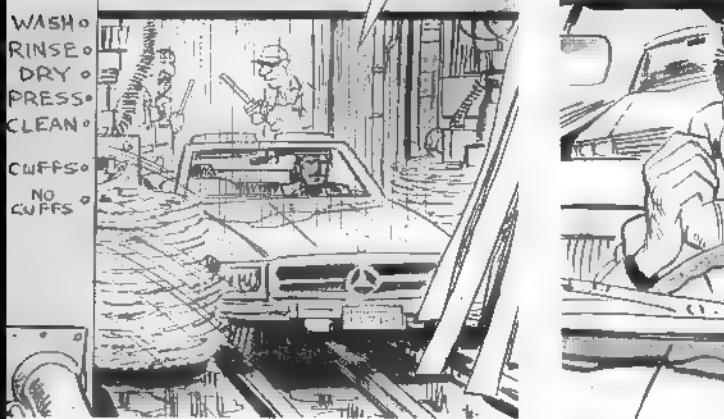
Besides, driving through a CAR WASH in an open convertible is really such a BIG SAVINGS...!!

I get my CAR WASHED and my CLOTHES CLEANED at the SAME TIME!!

Hello, Hoit? This is Houstink! I need HELP! Someone is FOLLOWING me, and I can't shake him!!

Houstink, you idiot! It's ME following you! So stop your car, please!!

You STUPID MORON!! You didn't have to stop THAT FAST...!!



Listen, Matt, we had a deal, didn't we? That you wouldn't go after anyone without telling me? That you wouldn't interfere with Police business...? Right??

But, Hoit! This guy is probably bananas... a wacko... el sicko... la flake!!

Don't give me that medical mumbo-jumbo!

All right! He COULD be a paranoid schizophrenic with deep psychotic tendencies!

Okay!! Now THAT I can understand!

You've got to get me into Sing Song Prison... in the same cell with this guy!

What in the world FOR? He's already serving a Life Sentence for MURDER!

Yes, but if my plan works, I might get him to escape and threaten my client one more time! Then, I can get him convicted for "threatening to kill someone" ... which would add six months to his Life Sentence! It would teach him a lesson!!



I can't get you placed in a cell with a killer!!

Come on! You KNOW we always do little favors for each other!

Hey, Hoit, remember the time you were accused of accepting payola ... and I gave you money under the table for a Lawyer?!

Okay ... you win!!



Just one thing! Now, you'll have to make up some convincing CHARGE against me!

How about "Impersonating an ACTOR"?!



Warden, my name is Matt Houstink! I'm a Private Investigator...!

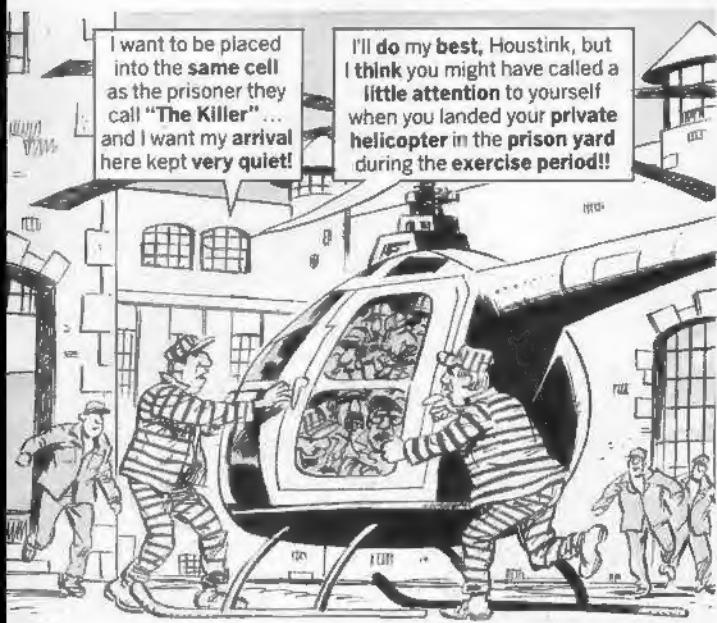
Why are you showing me a picture of a girl in a string bikini?

You must have seen plenty of Private Investigator I.D.'s! I just thought you'd like to see something bit different!



I want to be placed into the same cell as the prisoner they call "The Killer" ... and I want my arrival here kept very quiet!

I'll do my best, Houstink, but I think you might have called a little attention to yourself when you landed your private helicopter in the prison yard during the exercise period!!

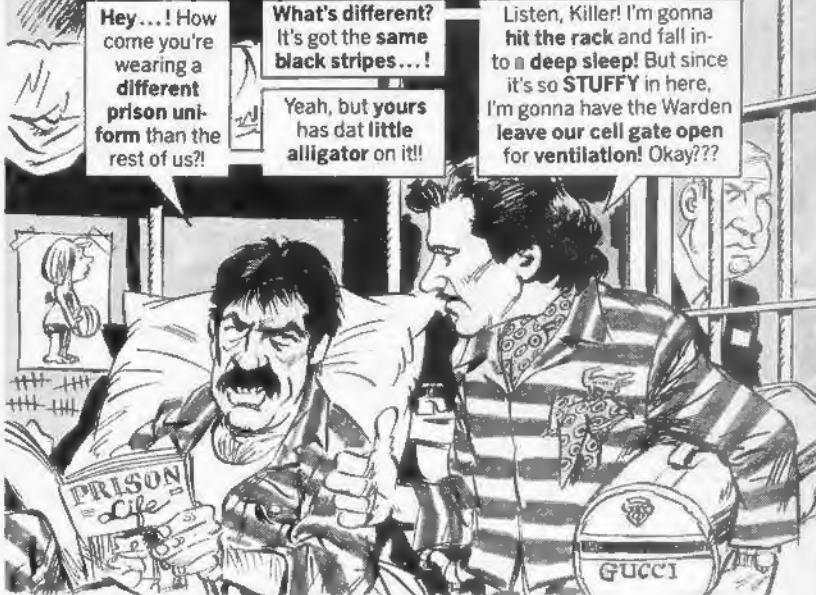


Hey ... ! How come you're wearing a different prison uniform than the rest of us?!

What's different? It's got the same black stripes ... !

Yeah, but yours has dat little alligator on it!!

Listen, Killer! I'm gonna hit the rack and fall into deep sleep! But since it's so STUFFY in here, I'm gonna have the Warden leave our cell gate open for ventilation! Okay???



Booby, why are you showing me a picture of a Delicatessen?

Does it have something to do with the case???

No, it's time for our light-hearted moment in the show! The Deli picture indicates that Houstink is a ham, the story line is baloney, and the dialogue is the wurst!

Well, watch your tongue ... or we'll all be in a pickle!

So much for light-hearted!



Okay, Lady! If you wanna live, don't make a move!

If you let me move a LITTLE, I can tie myself up! And then, you can hold me "hostage" with almost no effort!

Hey, how'd you know I was gonna do that ... ?!

Because I'm held hostage in every other episode ... and I'm a very fast learner!!



Your friend, Houstink, tried to pass himself off as a prisoner! But he blew it when they brought our food to the cell and he insisted on picking up the check!

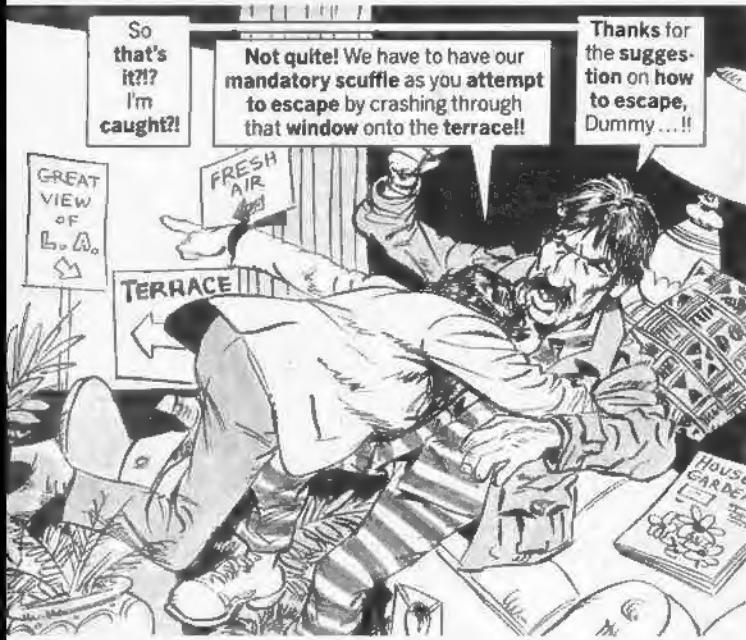
But, how did you know to come here??

I asked him to recommend a good Private Investigator! He gave me his business card!

Okay, Killer! Drop the gun!!

Houstink!! How did you know I'd come here??

By clever Detective work! I called every cab company in the city, and asked if any driver happened to remember picking up an armed convict in front of Sing Song Prison! I got lucky...!!



Houstink...! I was just coming by to see if anything was new when I heard the commotion...!

Aren't you going to chase that killer out onto the terrace before he climbs down the 30 stories to the street and escapes?!

He won't! This building doesn't HAVE any terraces!!



**WHAT  
INSATIABLE  
MONSTER  
IS STARTING  
TO ROAM OUR  
STREETS  
AGAIN?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD-IN****

It never fails! Every time we think we've gotten rid of one of our nightmares, it somehow magically reappears. To find out which horror it is this time, all you have to do is fold in page as shown at right.

A)

FOLD THIS SECTION OVER LEFT

FOLD PAGE OVER LIKE THIS!

B) FOLD BACK SO "A" MEETS "B"



THE DEMANDING NEEDS OF THIS MONSTER ARE—IN A WORD—TROUBLE! NO MATTER HOW MUCH THE THING CONSUMES, IT GASPS FOR MORE! BUT FOR SOME STUPID REASON, MANY GULLIBLE PEOPLE THINK THE CREATURE IS QUITE A DAZZLER!

ARTIST & WRITER:  
AL JAFFEE

A)

B

**IN CASE OF  
ATOMIC  
ATTACK**

**...THE FEDERAL  
RULING AGAINST  
PRAYING  
IN THIS SCHOOL  
WILL BE  
TEMPORARILY  
SUSPENDED!**